

THE MAGAZINE OF APARTNESS

# CRACKED

MAR. A

25¢



*Crossed Breeding* • FIRST IN A SCIENTIFIC SERIES



*Fool Everybody! Read Cracked, while people think you're reading Educational Stuff like . . .*

VOLUME CRACKED

NUMBER ONE

# THE NATIONAL GEOGRAPHIC MAGAZINE

DECEMBER 1960

The Extinct Gonatoykia Cannibals of Southern Nigeria 1  
with 970 illustrations plus  
18 finger paintings dipped in chicken fat OSGOOD KROPOTKIN

Sexual Life of the Mongolian Musk Ox 23  
with 18,297 illustrations  
965 in natural colors SYLVESTER P. SMYTHE

Bar Mitzvah Services in Stone Age Rhodesia 49  
with 86 illustrations  
84 in natural colors  
2 in unnatural colors LARS ZILCH  
TILLIE GLOMM

Crabgrass Hunting in the Bornetan Jungle 98.6  
With 796 illustrations  
482 in Natural Colors THE PROFESSOR

A Study of the Siberian Three-Toed Sloth 134  
873 Pages in thrilling blank verse  
NICK KENNY

Chicken flicking in Upper Manchuria 1,927½

14-Day Safari into Central Flatbush. Next Issue R. GRAZIANO  
Eighty Million Pages in Fading Colors

PUBLISHED BY THE  
NATIONAL GEOGRAPHIC SOCIETY

WASHINGTON, D. C.

70¢ A YEAR

\$700 THE COPY

# CRACKED

ENTIRE MAGAZINE WRITTEN BY PAUL LAIKIN AND  
PULA KINLAI AND ALUP AINLIK

ARTISTS: Jack Davis, John Severin, Russ Heath,  
Vic Martin, Don Orheck, Bill Ward.

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**ROBERT C. SPROUL.....Publisher**  
**HARRY CHESTER.....Production**

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## THE "COOLER" FEATURES PAGE

### RUSSIAN MAGAZINES

First they invented the telephone. Then it was radio. Then Television. Now they claim to have invented our popular magazines. About the only thing the Russians don't admit to inventing is CRACKED. 28

### BAT MASTEYSON

Our version of one of the most famous gunslingers of them all. A man so fast on the draw he once shot an outlaw in Dodge City before the guy could even draw on him. .... 37

### MODERN APPLIANCES

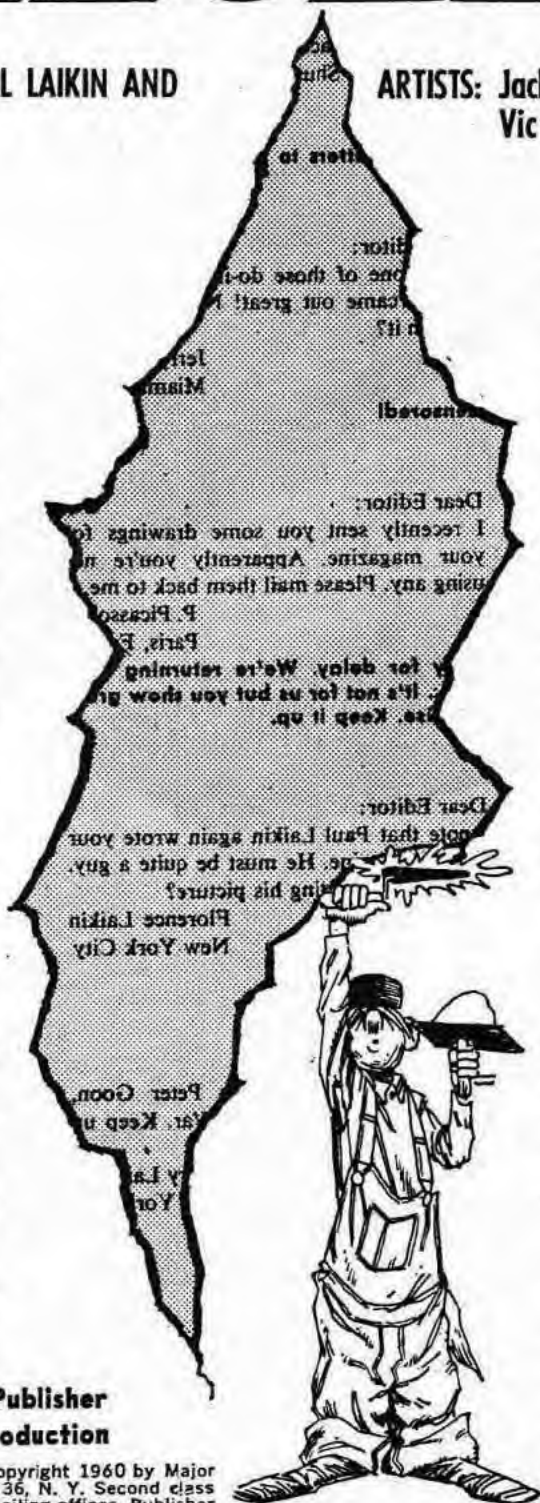
Sketches of some of the newest gadgets on the market. Shows how ridiculous they are, how grotesque they've become, and how they've lost their functions. The sketches—not the appliances, 10

### HIP ALPHABET BOOK

A book which plainly gives you all the ABC's of hip talk, so like you'll be a real cool cat and be able to figure out all the rest of the jazz in this real cool magazine. .... 6

### FREEZING PEOPLE

Science has found a way to freeze people so they can be sent to the moon. This article shows how we can freeze people for practical purposes—like for instance, so they won't do any more articles like this. .... 43



Cover by Jack Davis  
Jack Davis by Bill Elder. (English Translation by George)



## LETTERS...

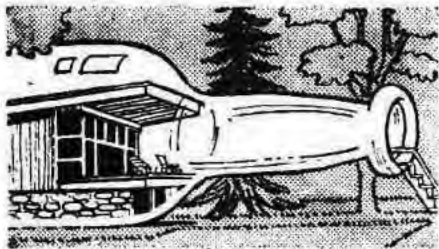
(Please address all correspondence to "Publisher" as Editor can't read)

Dear Editor:

That article on Architecture was very interesting. The way they build houses nowadays, you can't even tell the bathroom from the kitchen.

Mike Greenseid  
East New York

Don't ever come to our house.



House plan for retired sea captain

Dear Editor:

Enjoyed your article on the way Different Nationalities Make Marriage Proposals. But tell me, I'm Spanish. How should I propose to my girl?

Raymond Raymon  
Madrid

Propose What?

Dear Editor:

That takeoff you did on the "Sunshine and Healthy" magazine was fine. I am a professional nudist and I got a big kick out of it!

Mike Antonoff  
Saskatchewan

Where?? We hope it doesn't show!!



Dear Editor:

You've had space shut-ups, bop shut-ups, now Russian Shut-ups. What next?

Dora Cohn  
Brooklyn, N. Y.

Probably letters to the editor Shut-ups!

Dear Editor:

I recently sent you some drawings for your magazine. Apparently you're not using any. Please mail them back to me,

P. Picasso  
Paris, France

Sorry for delay. We're returning your work. It's not for us but you show great promise. Keep it up.

Dear Editor:

I'd like to buy a CRACKED T-Shirt to put on around my house. Can you send one?

Howie Klein  
Racine, Wisc.

Sure! How big is your house?

Dear Editor:

Read your feature on if different TV programs switched to casual Formats. Like when are you gonna switch to a casual format, instead of the ridiculously hectic one you got now. Hah?

Bruce Eulich  
Detroit, Mich.

When we get rid of ridiculously hectic readers like you, that's when! Hah!

Like Editor:

Man! That Beatnik Party spread you ran was the most! I dig all that jazz. Be cool now, hear?

L. Welk  
Hollywood, Calif.

??????????



Dear Editor:

We here all thought your last issue was your best!

Shelly, Matt, Baylor, Stuart, Dick, Ellie, Susan, Frieda, Hazel, and Feder.

Hotel Majestic  
So. Fallsburg, N. Y.

Space does not permit us to print the names of those who don't share the same opinion.

Dear Editor:

Enjoyed your articles on Peter Goon, Perry Coma and the Civil War. Keep up the good work.

Harry Laikin  
New York City

Thanks, Dad.



Dear Editor:

I tried one of those do-it-yourself drawings. It came out great! Now what do I do with it?

Jerry fifty-nine  
Miami, Fla.

Censored!

Dear Editor:

I note that Paul Laikin again wrote your entire magazine. He must be quite a guy. How about printing his picture?

Florence Laikin  
New York City

Thanks, Mom.

Dear Editor:

Those little Willies you did, gave me the willies.

Sheila Silverman  
Boston, Mass.

So did the letter you sent us, honey.



Statement required by the Act of August 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946 (Title 39, United States Code, Section 233) showing the ownership, management, and circulation of CRACKED, published bi-monthly at New York, N. Y. for October 1, 1959.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Robert C. Sproul, 218 W. 48th St., N.Y.C.; Editor, Paul Laikin, 218 W. 48th St., N.Y.C.; Managing editor, None; Business manager, None.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.) MAJOR MAGAZINES, INC., 218 W. 48th St., N.Y.C.; Bernard Brill, 218 W. 48th St., N.Y.C.; Robert C. Sproul, 218 W. 48th St., N.Y.C.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

(signed) Robert C. Sproul, Publisher

Sworn to and subscribed before me this 30th day of September, 1959.  
Nathan Somanitz, Notary Public (My commission expires March 30, 1960)





# YOU WON'T FIND CRACKED T-SHIRTS IN THE YELLOW PAGES

That's because CRACKED T-SHIRTS aren't IN the yellow pages

**CRACKED T-SHIRTS**  
218 W. 48th St.  
New York 36, N. Y.

PRINTED IN  
FULL COLOR

You'll have that get up and go feeling  
when and wherever you're wearing one.  
So don't stand still! Order yours today!  
Just fill in the coupon, put down your  
size, and don't forget to send the \$1.25

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ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_

STATE \_\_\_\_\_

BOYS & GIRLS					
Chest Meas.	Size	Chest Meas.	Size	Chest Meas.	Size
24"-27"	B.S.	27"-31"	B.M.	31"-34"	B.L.

MEN & WOMEN					
Chest Meas.	Size	Chest Meas.	Size	Chest Meas.	Size
34"-37"	M.S.	37"-41"	M.M.	41"-44"	M.L.

SIZE \_\_\_\_\_ NO. OF SHIRTS \_\_\_\_\_

AMT. ENCLOSED AT \$1.25 EA. \_\_\_\_\_





Thick carpet room. A six-foot thick wall-to-ceiling carpet is especially designed to insure your quiet, as you enjoy the privacy of your own well-appointed boudoir.

## IGNITED AIR LINES DC-9 JET BRAINLINER, NATION'S

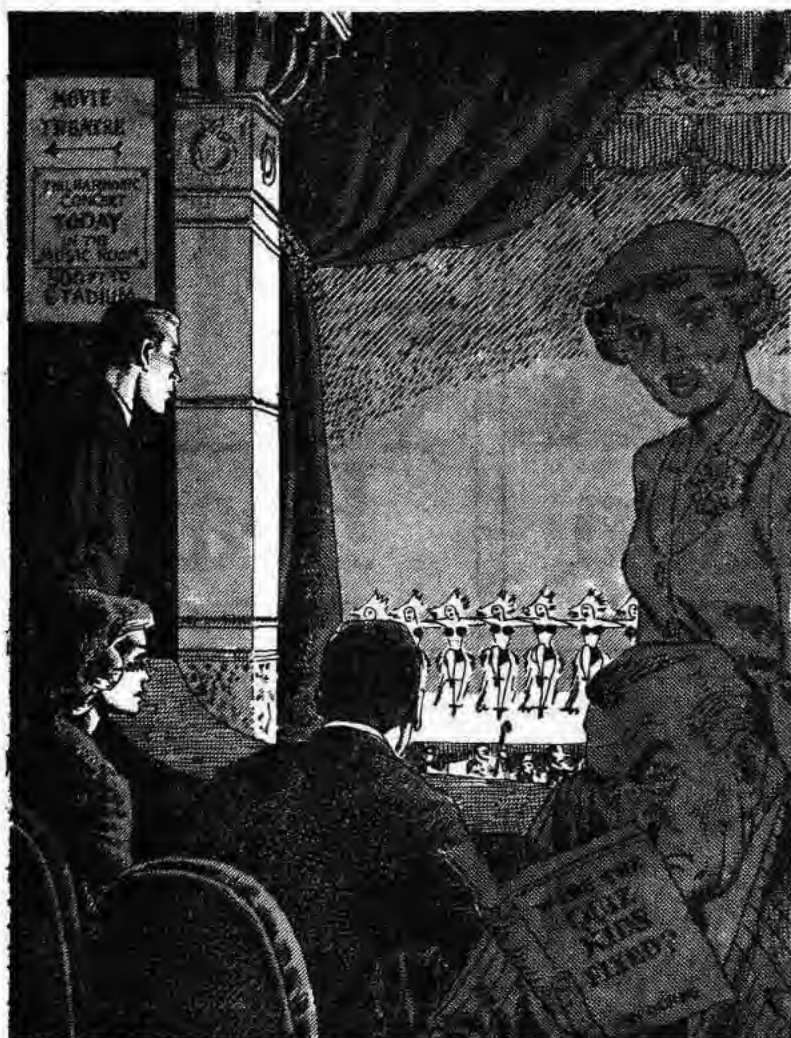


**BEST FOR COMFORT.** Jet-hostesses are former Geisha Girls, especially trained in the art of distilling comfort.

**BEST FOR SERVICE.** Exquisitely prepared banquet-style meals, served in luxurious fashion, will furnish you with rich, tasty delicacies during your long travel hours.







**BEST FOR ENTERTAINMENT.** Star-studded, first-run Broadway musicals, will add to your enjoyment and pleasure during those otherwise tedious overnight flights.

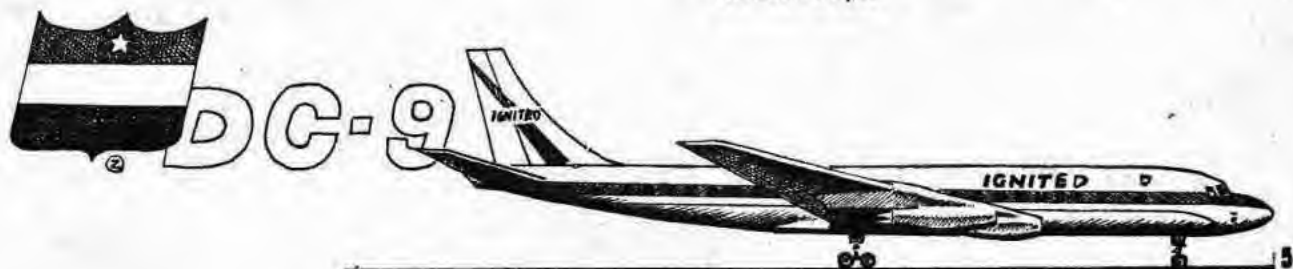
## NEWEST AND ROOMIEST JET

Now the full promise of the Jet Age becomes an accomplished fact. For the DC-9 Jet Brainliner of Ignited Air Lines is all that extra brainwork can make it. Never before have you traveled in such style, such class, such money. All this luxury is mainly to dazzle you so like you'll forget the bumpy ride—as the Jet hasn't been perfected for commercial use yet!

**BEST FOR RELAXATION.** Enormous private beach, surrounded by giant natural lake, and conveniently located in the center of the Jet, will provide you with pleasant relaxation during those long hops.



**BEST FOR SPORTS.** Full-size imported Swiss ski-jump, in the newly-built Game-Room, will prove a delight, with that refreshing ride between stops.





Today's children are growing up in a hip world, so like why not start them off early by revising the old-fashioned "square" alphabet book, and coming up with a new-jazzy ...

# HIP Alphabet Book

# A

IS FOR



## Action

LIKE LET'S REALLY ROMP ...

# B

IS FOR



## Beat

OF A COOL BLUESY STOMP ...

# C

IS FOR



## Chick

A REAL SWINGING FRAIL ...

# D

IS FOR



## Drag

WHEN SHE LEAVES YOU TO WAIL

# E

IS FOR



## Endville

MAN! THIS IS THE SCENE ...

# F

IS FOR



## Far out

6 WHICH IS EVEN MORE KEEN.

# G

IS FOR



## Groovy

WHEN YOU DIG LIKE ALL THAT

# H

IS FOR



## Hipster

WHO'S A REAL SOLID CAT.





# I

IS FOR

## Icky

WHICH MEANS LIKE A SQUARE



# J

IS FOR

## Jivey

LIKE SOUNDS FROM NOWHERE.



# K

IS FOR

## Kicks

THAT'S WHERE YOU HOOK UP



# L

IS FOR

## Licks

WHICH GET YOU ALL SHOOK UP

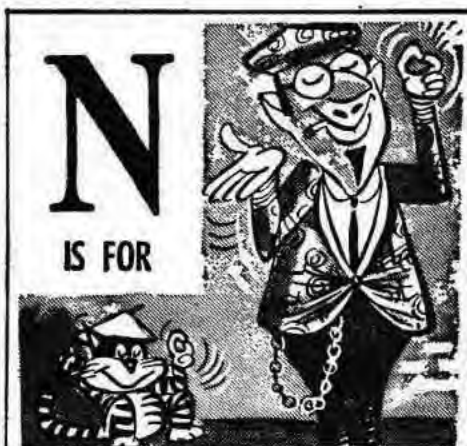


# M

IS FOR.

## Most

WHEN YOU COME ON REAL BIG



# N

IS FOR

## Natch

WHICH IS SHORT FOR "I DIG."

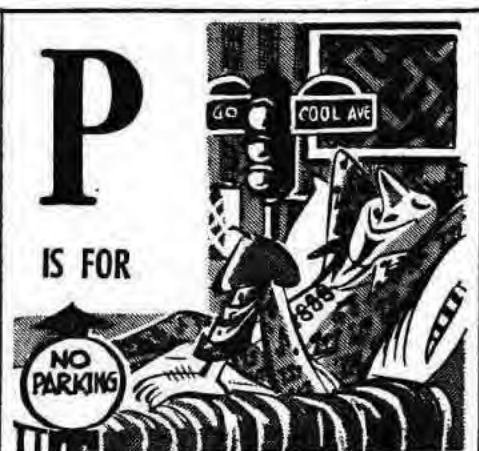


# O

IS FOR

## On

IF YOU'RE "OFF" TRY TO FAKE IT



# P

IS FOR

## Pad

THAT'S WHERE YOU MAKE IT.



# Q

IS FOR

## Queen

LIKE THE CAT'S NOT STRAIGHT 7

# R

IS FOR



## Reet

IF YOU'RE HIP THEN YOU RATE.

# S

IS FOR



## Swingin'

WHEN YOU FLIP YOUR TOP...

# T

IS FOR



## Tough

WHICH MEANS "COOL" IN BE-BOP.

# U

IS FOR



## Unhip

LIKE NOT COOKIN' WITH GAS...

# V

IS FOR



## Vrootie

AND LIKE ALL OF THAT JAZZ.

# W

IS FOR



## Wild

ON TWO YOU'LL BE FIXED-UP

# X

IS FOR



## aX

WHICH LIKE REALLY IS MIXED-UP.

# Y

IS FOR.

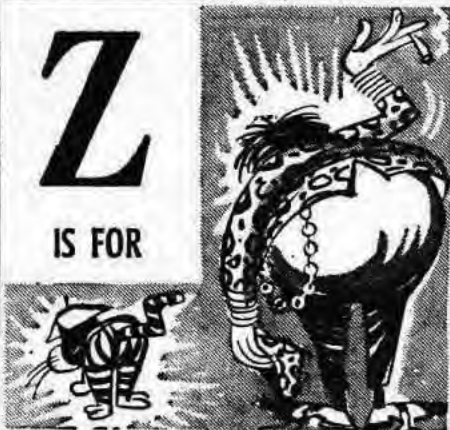


## Yoga

A NEW KICK WITH A BEND...

# Z

IS FOR



## Zoot

AND LIKE THIS IS THE END.



# Believe It or Nuts!!



**PULA KINLAI,**  
A CIRCUS ACROBAT,  
DOVE OFF  
A 1000 FOOT  
TOWER...  
**INTO A  
BATHTUB  
FULL OF  
WATER!**  
HE WAS SMASHED  
TO BITS.



**HIRAM KLOTZ,**  
OF BROOKLYN, N.Y., JUMPED  
OFF THE EMPIRE STATE  
BUILDING! **AND LIVED!**  
HE JUMPED FROM THE FIRST  
FLOOR.



**ANGUS MCSNERD,**  
OF FARGO, NO. DAKOTA,  
LOCKED HIMSELF IN HIS  
BEDROOM IN 1906...  
**AND DIDN'T COME OUT  
FOR 27 YEARS!**  
HE COULDN'T GET THE DOOR OPEN.



**IF YOU DUG A HOLE 13,796 FEET  
DEEP ANYWHERE ON THE NORTH  
POLE—** PEOPLE WOULD THINK YOU  
PRETTY RIDICULOUS!



**THE TARSIUS LEMURIA**  
OF NORTHERN RHODESIA  
HAS **TWO** VISCERAL BONES!!



**ALVIN HOTCHKISS,**  
AN ARIZONA SHERIFF,  
ONCE CALLED BILLY THE  
KID "A NO-GOOD ORNERY  
HORSETHIEF"— **RIGHT  
TO HIS FACE!**

THE TOWN REMEMBERS IT  
WELL AS THOSE WERE HIS  
LAST WORDS.

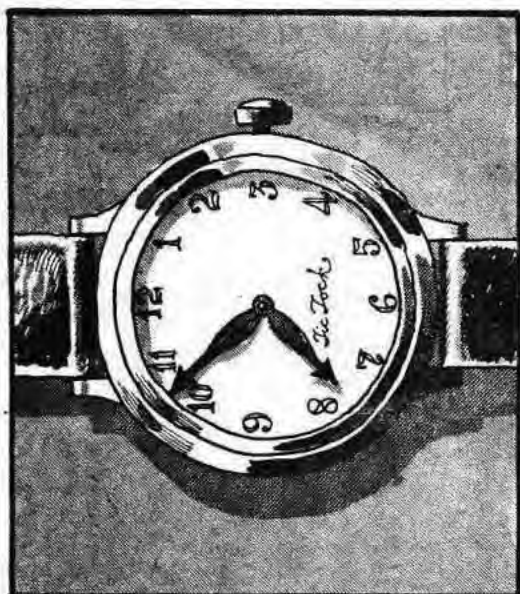


**CLARENCE LIPIDO,** A JERSEY CITY  
BOOKKEEPER, FOUND 10 BRAND-NEW  
\$1000 BILLS IN HIS PIZZA PIE!  
TO THIS DAY, THE POLICE REFUSE TO  
BELIEVE THAT STORY.

Modern appliances were made to bring comfort and ease to our everyday lives. But have they done this? True, the old-fashioned gadgets were primitive and faulty. Yet they served whatever purpose they were intended for. Today,

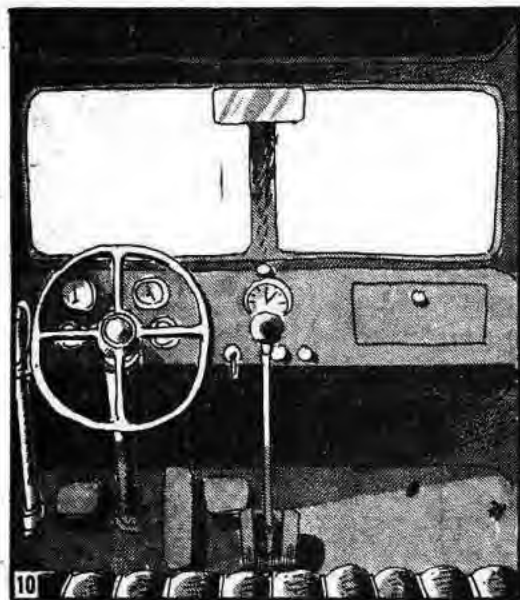
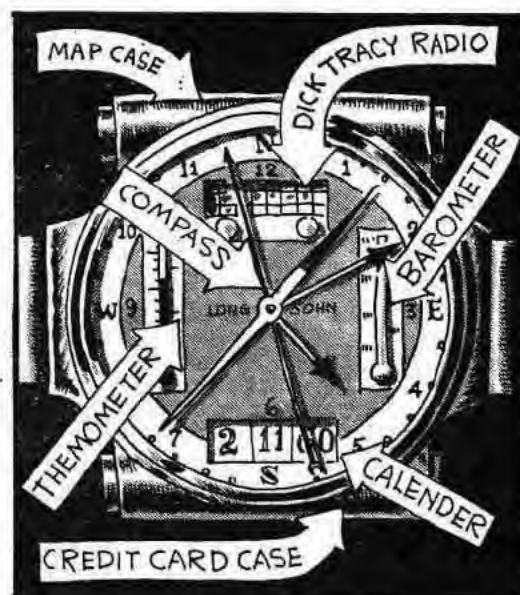
the improvements have been so rapid, that the new appliances do everything but what they're supposed to do. Function has been lost in the shuffle. For example look at some of the new items which prove that . . .

# modern appliances HAVE OVERTSHOT THEIR FUNCTION!



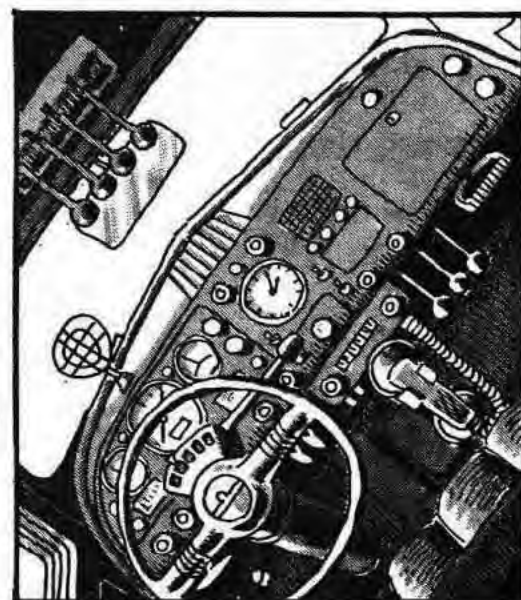
**OLD-TYPE WATCH** HAD to be wound up three times a day and all it did was to tell you the time. This apparently unsatisfactory function was remedied and replaced by . . .

**NEW-TYPE WATCH** that is self-winding, water-proof, H-Bomb-proof—but with so many extra gadgets on it you can't even see what time it is!



**OLD-TYPE AUTO** had to be double-clutched and gears had to be shifted at every stop, making it a nuisance to drive—but yet the car went, and now we have

**NEW-TYPE AUTO** with its automatic shift and convenient power driving works out fine—but the dashboard is now so cluttered with things you can never find the starter button!





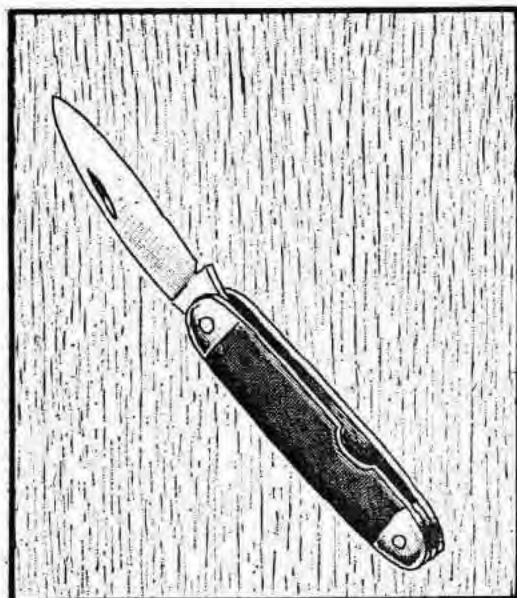
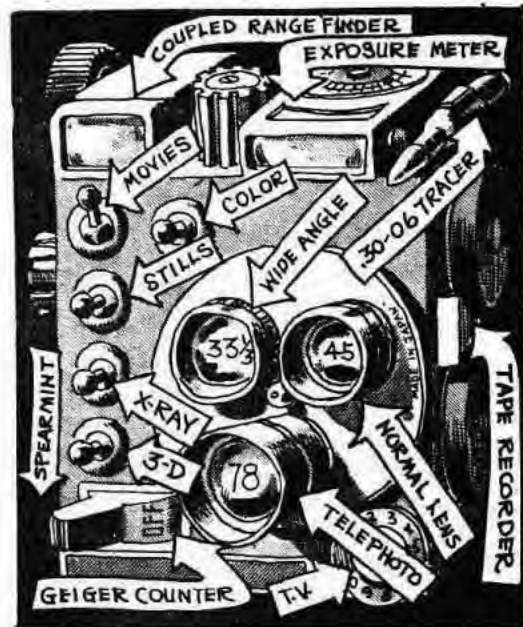


### OLD-TYPE CAMERA

was simple to insert film and operate, allowing you to take a picture just at the precise time you thought you had a good shot. Like now ...

### NEW-TYPE CAMERA

with all its many intricate accessories is so complex — by the time you figure out how to adjust them you're disgusted with subject you were going to snap!

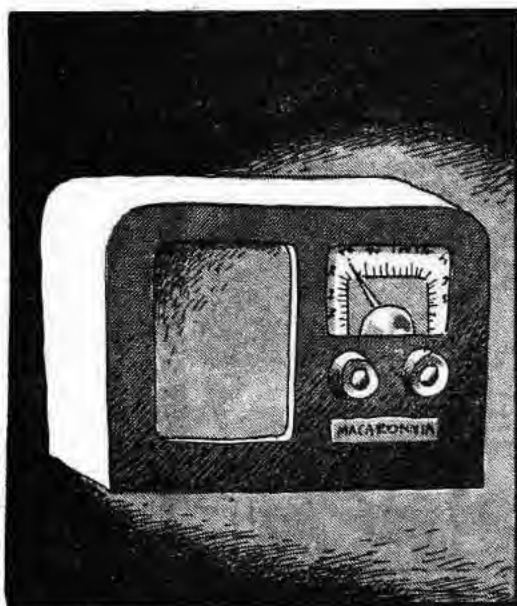
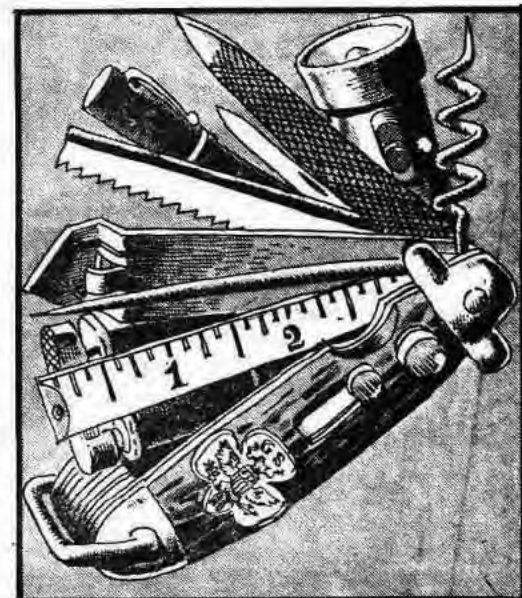


### OLD-TYPE PENKNIFE

was handy item that you could easily carry in your pocket for quick emergency — like for example, to cut out venom from a snake bite. So now ...

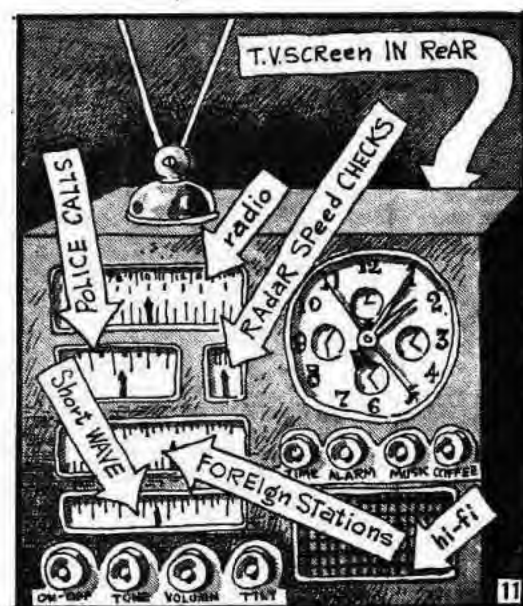
### NEW-TYPE PENKNIFE

has countless other gimmicks attached to it — result being by the time you find the knife, you could be laying dead with rigor mortis!



**OLD-TYPE RADIO** was very plain looking object that despite some static—did give you the big-time programs on all your local stations. So then along comes this...

**NEW-TYPE RADIO** with its FM, Hi-Fi, foreign stations, police calls, short-wave, and everything else under the sun — but like just try to tune in your favorite local station!



A recent poll conducted among neurotics, in various states of hallucination, showed that more of these disturbed people laughed at the following, than any other . . .

# CARTOONS





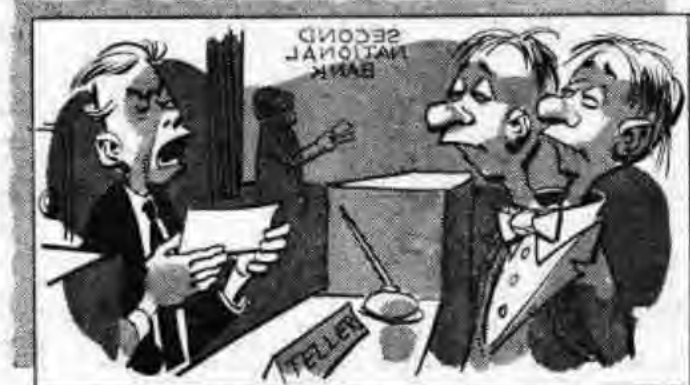
# OF THE YEAR



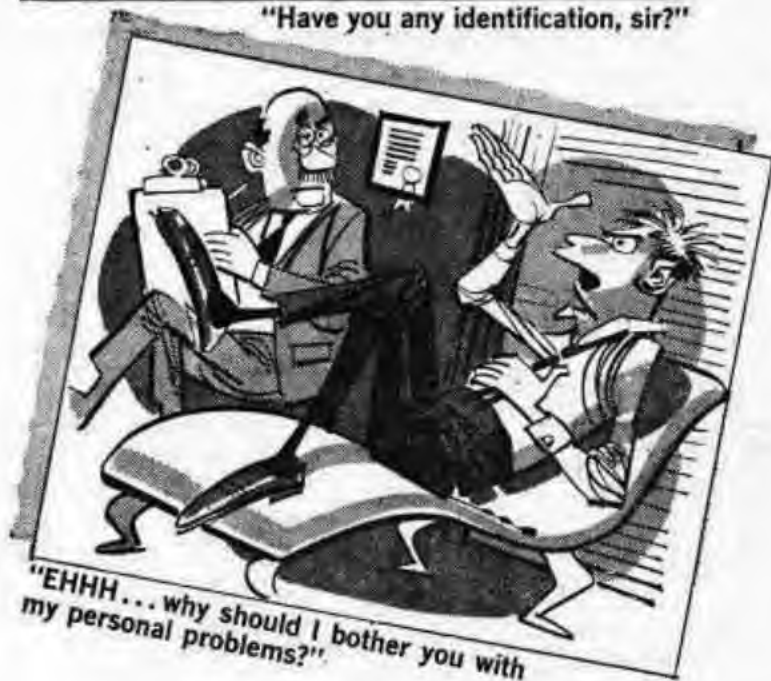
"Well... that's show business!"



"Dont anybody move - this is a stick-up!"



"Have you any identification, sir?"



"EHHH... why should I bother you with my personal problems?"



"So far - so good!"

Today they got greeting cards for all occasions but like this is very confusing since you gotta remember all those occasions and what friend is celebrating what, wouldn't it be simpler if all you had to do was just remember your own birthday or anniversary and send out your own announcement. In this way you'll be sure not to forget anybody, as you . . . .

# SEND OUT YOUR OWN

## My Birthday Is Here



Just to sort of let you know  
My birthday soon is near  
I guess I'm kind of lucky to  
Have lived another year.

So what if I don't even have  
A decent shirt to wear  
Or a cuff link set or a pair of gloves  
To go with my new camel's hair.

Tho my wardrobe boasts of not one tie  
In my favorite color of blue  
I'm thankful that I've got a friend  
As thoughtful and generous as you!

I'M ENGAGED



(High time.)



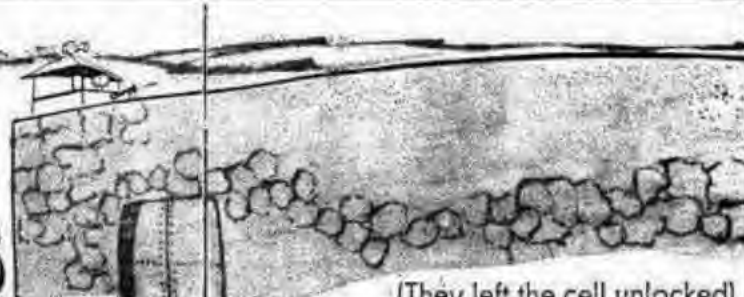
## We're Married Now

We couldn't fight it any more  
It was bigger than we thought  
We finally went and took the plunge  
That we really felt we ought.

We married 'cause we loved each other  
And that's the thing to do  
We married 'cause we need each other  
To keep from feeling blue.

We married 'cause it makes us feel  
Almost like being regal  
But mainly we got married 'cause  
We had to make it legal!

## ON MY COMING OUT



(They left the cell unlocked)



# GREETING CARDS

## I GRADUATED



*I studied and I studied  
But could never seem to pass  
At the final examination  
I was at the bottom of my class.*

*You ask me how I did it  
I'll tell you what I mean  
I owe it all to studying  
And using my old bean.*



*I owe it all to plain hard work  
And rigid discipline  
But most of all I owe it to  
My uncle who's the dean!*

## I NEED



## SYMPATHY

*I've lost a very close one  
My tears I cannot hide  
The dearest person in the world  
Is no longer at my side.*

*I shall never be the same again  
Out of my grief I moan  
That hand that gave me strength  
Has left me all alone.*

*No longer will I see that smile  
The face that never wore a frown  
Believe me I need sympathy 'cause  
My analyst just moved out of town!*



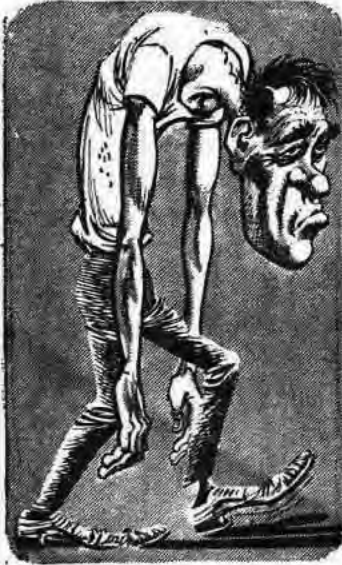
## GOT WELL

*It started with an awful pain  
I thought it was the end  
I couldn't straighten out my back  
It was hard for me to bend.*

*They rushed me to the hospital  
My pulse was beating fast  
My face was green, my lips were pale  
The doctors were aghast.*

*And when they found out what it was  
My face turned as red as cochise  
A safety pin was sticking me  
Right thru my B.V.D.s!*

**ASK YOURSELF THESE SIMPLE QUESTIONS . . .**



When you walk to you walk like this?



When you sit do you sit like this?



When you lie do you lie like this?

# 10-DAY POSTURE

*If you answered these questions "Yes" this means you're paying attention to this article; this also means that you must be a pretty crazy looking clod; but mainly this means that you got a ridiculous posture. We figure we can straighten you out without all them complicated muscle binding exercises you hear about. With our simple muscle binding exercises you can develop good posture without too much trouble or attention in the normal routine of the day. All you have to do is follow these. . .*

# STRAIGHTENING EXERCISES



**FIRST DAY**



Lie flat on hard surfaces wherever possible

**SECOND DAY**



Practice swinging your arms around as you walk

**THIRD DAY**



Keep your head erect at all times



**FOURTH DAY**



Start walking to work  
on your hands

**FIFTH DAY**



Hop, skip, and jump around  
whenever possible

**SIXTH DAY**



Walk around balancing  
things on your head

**SEVENTH DAY**



Hang by your arms  
at every opportunity

**EIGHTH DAY**

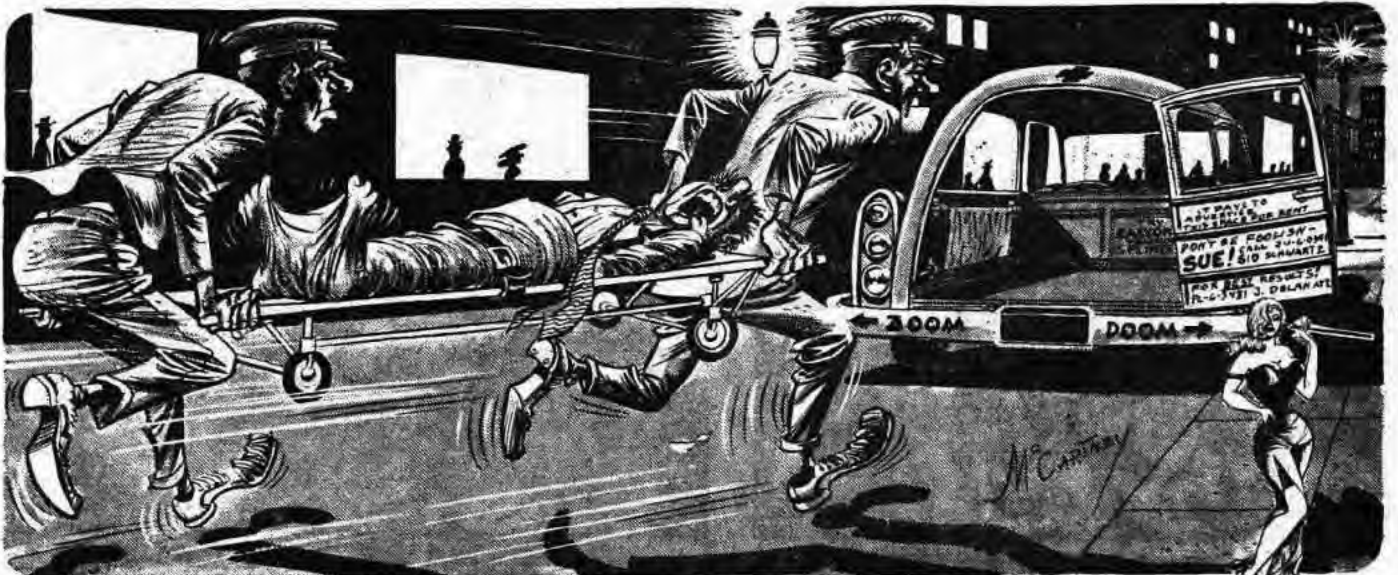


Stand flat up against wall with  
arms extended wherever possible

**NINTH DAY**



Get into posture  
straightening positions



**TENTH AND FINAL DAY.....** In just 10 short days you'll be fully straightened out.

Just pick up any newspaper today and what do you see? Violence, bloodshed, and man's inhumanity to man, that's what you see! But like if you pay the newsdealers you won't see these things! All seriousness aside, with the terrible brutalities that go on today, some people are beginning to wonder if the so-called "Primitive" peoples of the world

are really more civilized than we. This started us off on a little investigation of this question. We found out, however, that no matter how much chaos and confusion there is in our society, we're better off than the "Primitives," who are even more savage and barbaric than we are. This is proven in the next article, as CRACKED answers the question...

# ARE WE CIVILIZED?



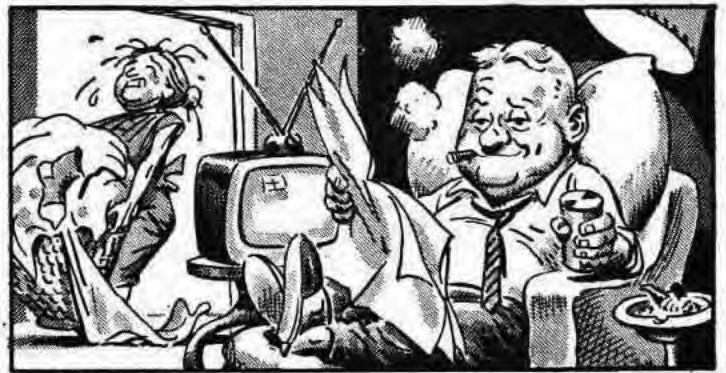
Savages are brutally violent and are always forming groups to ruthlessly attack the other groups.



Civilized persons are not barbaric and release their hostility in friendly neighborhood skirmishes.



Savage men loaf around all day long while their women are forced to do all of the menial tasks.



Civilized men treat their women with more respect and in every household we find a division of labor.

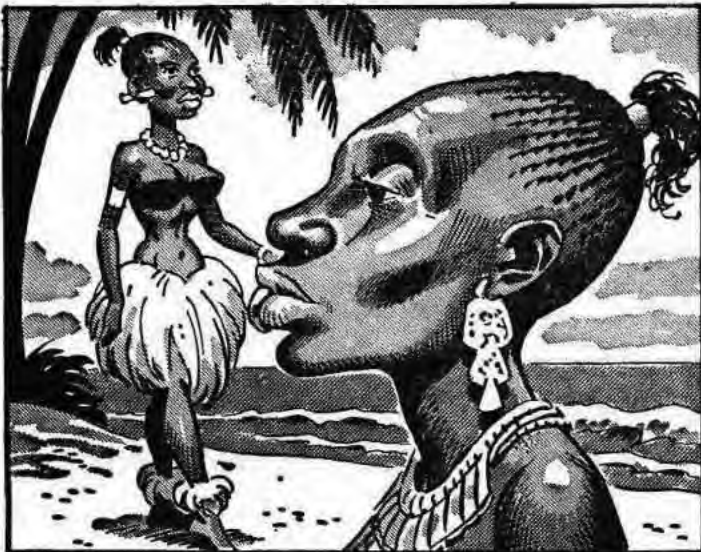


Savages treat their medicine men with wild enthusiasm believing them to have Godlike powers.

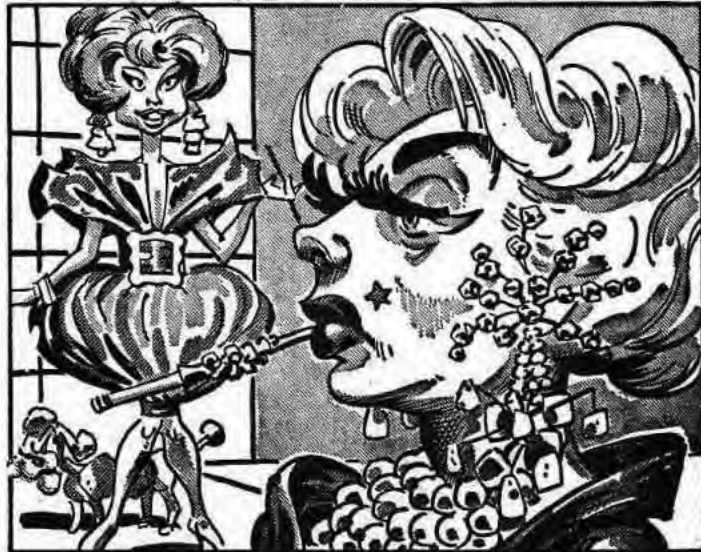


Civilized folk treat their idols as if they were one of them and not some strange supernatural being.





Savages are known to wear bizarre ornaments and outlandish makeup to ward off any evil spirits.



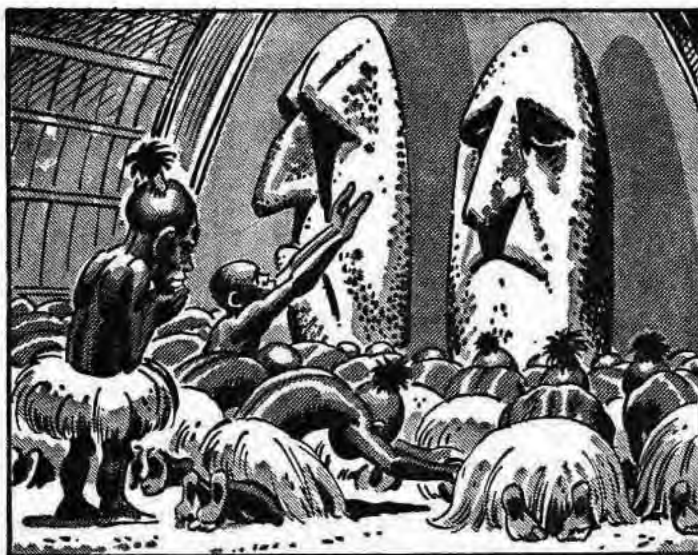
Civilized people are not bothered by these infantile superstitions in their dress and adornment.



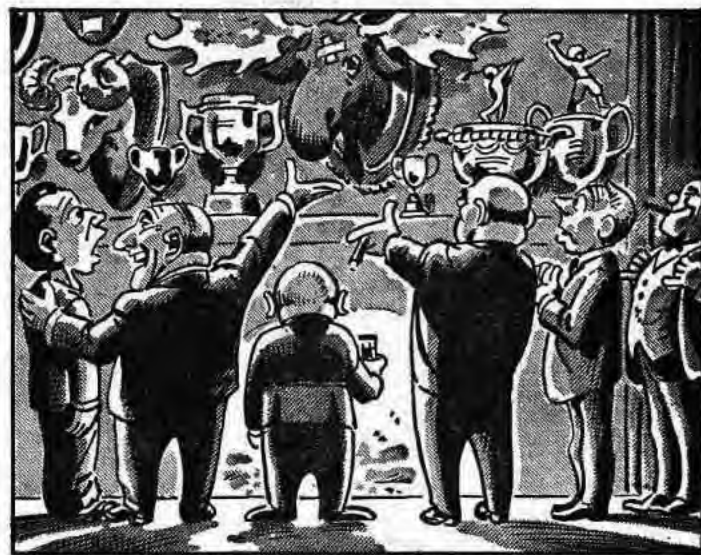
Savage women distort various parts of their bodies in an infantile attempt to make themselves attractive.



Civilized women are much more mature and have no need for this absurd display of childlike distortion.



Savages worship strange idols with an absurd fanaticism that is usually found in infantile or diseased minds.



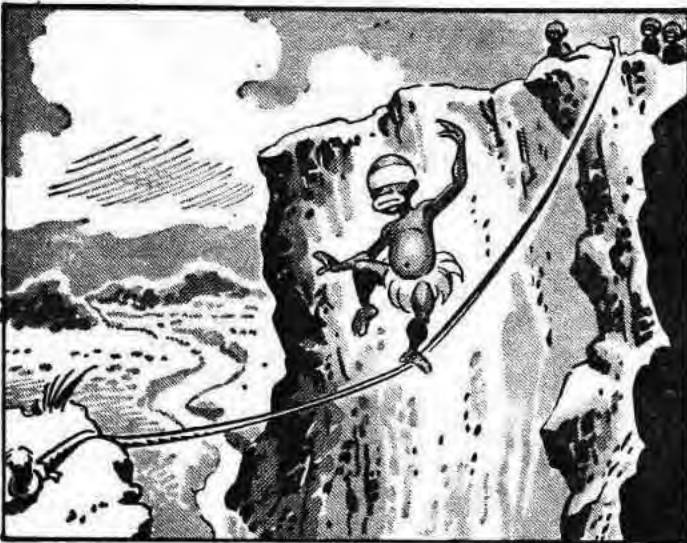
Civilized members are not slaves to supernatural worship and only believe in those things that are real.



Savage dancing is a violent and a grotesque affair where everyone runs amok in a disorganized fury.



Civilized dancing is based on certain fundamental steps that everyone follows in an organized fashion.



Savage teenagers are given outrageous initiation rites which are supposed to prepare them for manhood.



Civilized teenagers go to colleges and universities which are supposed to prepare them for future manhood.



Savages just seem to loll around in the sun all day without any real ambition or fixed purpose in mind.



Civilized men and women always keep active and handle their affairs with a real fixed purpose in mind.

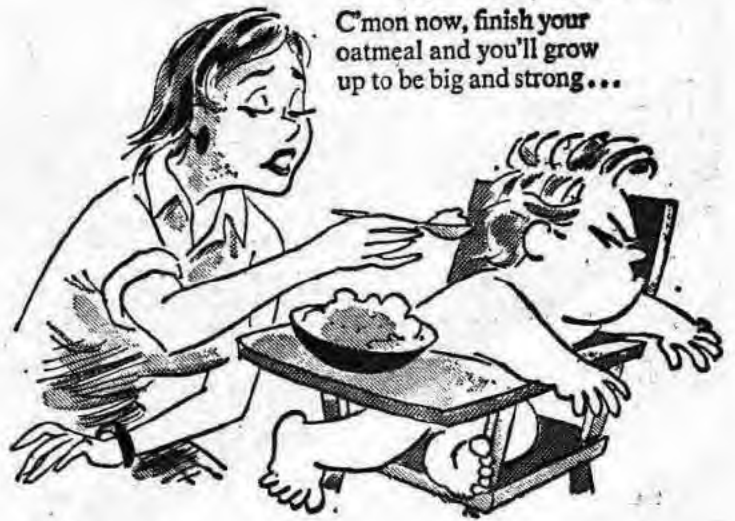


# STORY OF THE MONTH...

Montgomery, now be a good little boy and finish your oatmeal ...



C'mon now, finish your oatmeal and you'll grow up to be big and strong...



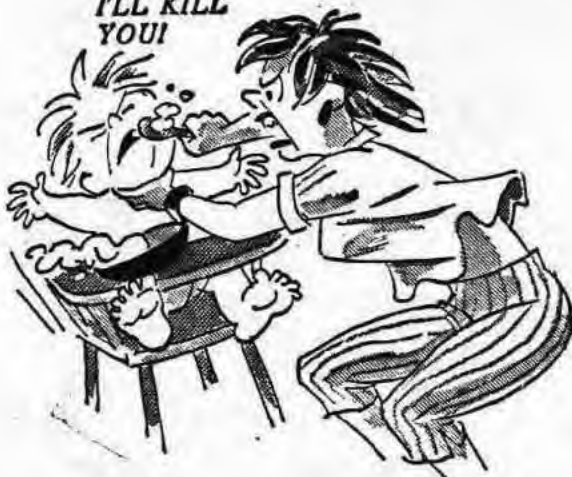
Eat it, you little brat! So help me, I'll murder you if you don't finish this lousy oatmeal!



You little monster! I'll kill you if you don't eat it up! I swear, I'll kill you!



EAT! EAT!  
EAT OR  
I'LL KILL  
YOU!



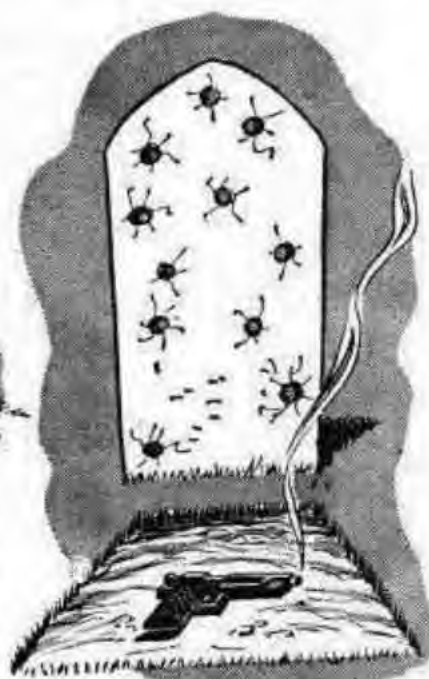
DON  
OREHEK

# FOR THIS MONTH'S AWARDS, CRACKED MEMORIAL

TO LITTLE KNOWN PEOPLE WHO PASSED INTO THE GREAT BEYOND



**Homer Blerd**, an auto enthusiast who tried to beat the train to the tracks.



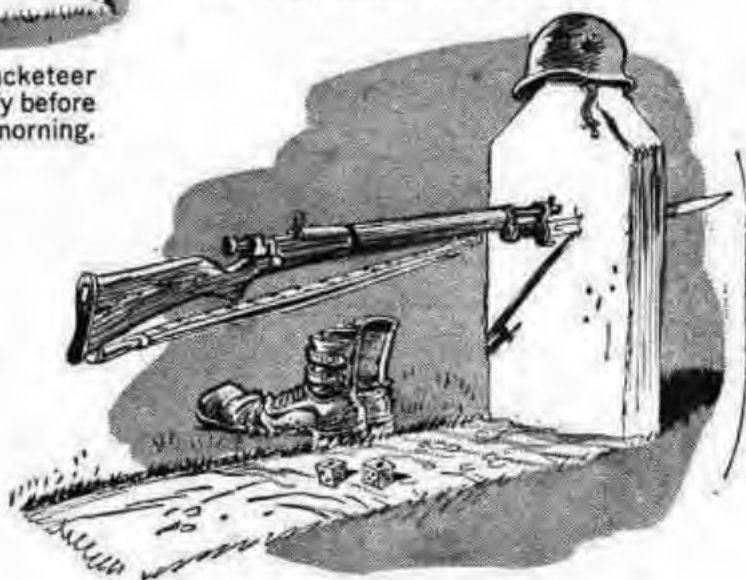
**Mike Zetz**, an ex-racketeer who was going to testify before the Grand Jury in the morning.



**Casper Meekly**, beloved husband who one day talked back to his wife.



**Clarence Flemm**, a part-time usher at the Paramount Theatre during a Rock & Roll Show.



**Rufus Globb**, a private who got caught with loaded dice.



PRESENTS A POSTHUMOUS ...

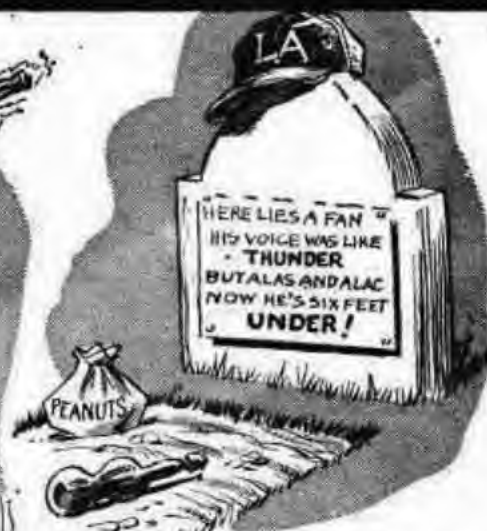
# TRIBUTE



Horace Smedley, a noted adventurer who didn't think there was any quicksand in that part of the jungle.



Abner Grudd, a chronic alcoholic who ordered just one more for the road.



Roger Rootnic, a brave baseball fan who rooted for the Los Angeles Dodgers in the San Francisco Giants ballpark.



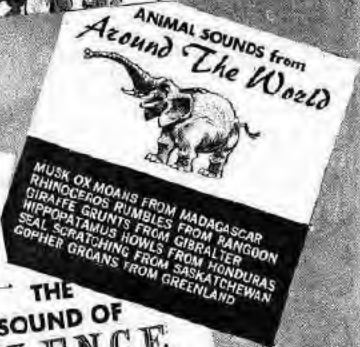
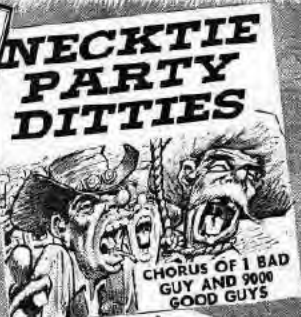
George Gulp, a skin diver who always insisted that sharks are more afraid of people, than we are of them.



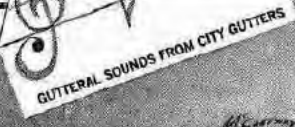
Paul Laikin, a sensitive young writer who came in to get paid for this article.

We knew they were putting out all kinds of sounds on records, but like we didn't realize just how far they went, until we came across these new...

# WILD



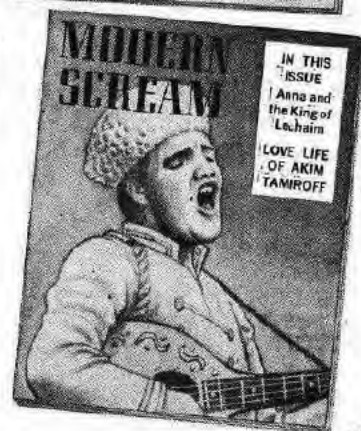
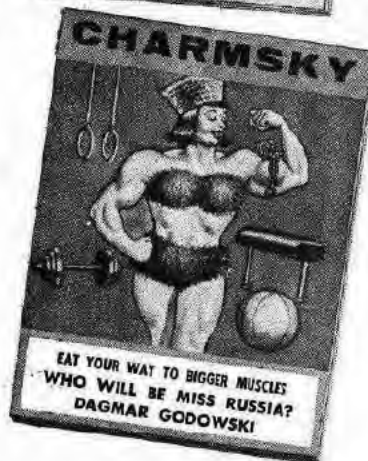
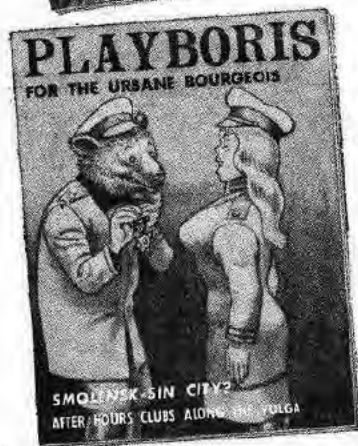
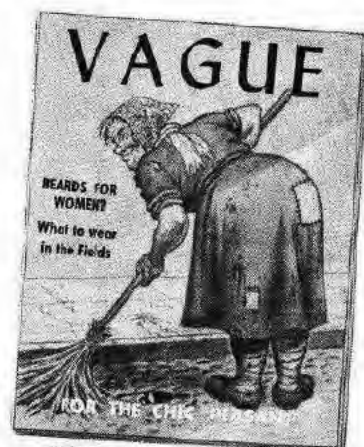
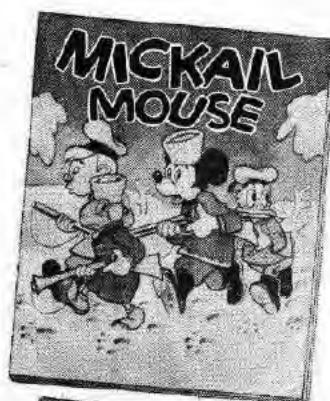
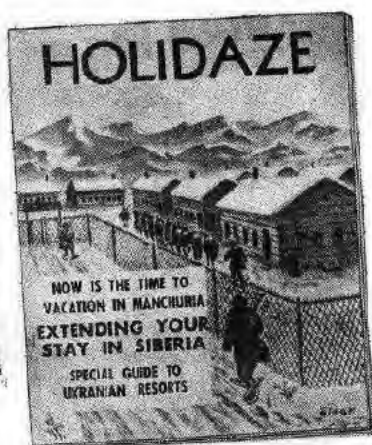
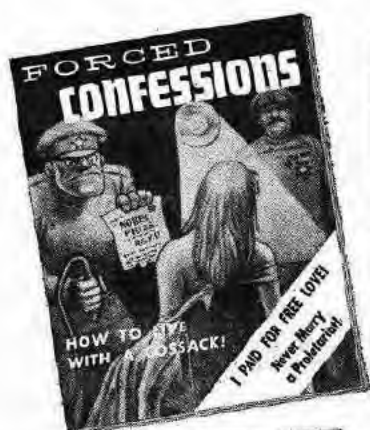
# RECORD ALBUMS





You've seen everything else the Russians claim to have invented. Now it's these . . .

# RUSSIAN MAGAZINES



Be different! Wear these buttons! Just clip 'em out and pin 'em on your chest. But first

make sure you're alone whenever you flash these...

# BE DIFFERENT BUTTONS







LONGFELLOW



OMAR



RILEY



MILTON



KIPLING



NANOOK



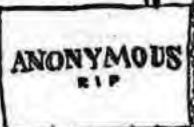
CHAUCE



BROWNING



BRYANT



KEATS



SHAKE SHACK  
SHAKESPEER

BACON



SCOTT



BURNS

We were all sitting around recently, trying to get a little culture for a change, by reading some of the world's great poetry. We soon began to marvel at these guys who produced such beautiful works. They must have been inspired very deeply by whatever they wrote about to have created such masterpieces. This started us thinking. Supposin' we had published CRACKED back in those days. Naturally CRACKED would have affected these poets emotionally. They would certainly have written great poems to sing of CRACKED's praises. So like with a little stretch of our imaginations, we can visualize what might happen....



# IF DIFFERENT POETS HAD READ CRACKED

## A RED RED ROSE



O, my CRACKED is like a red, red rose,  
That's newly crushed in June.  
O, my CRACKED is like the melodie  
That's never played in tune.  
As far out thou, my bonnie CRACKED,  
So deep in love am I,  
And I will love thee still, my CRACKED,  
Till a' the seas gang dry.  
Till a' the seas gang dry, my CRACKED,  
and the rocks melt wi' the sun!  
And I will love thee still, my CRACKED  
Till the sands o' life cease to run.  
So fare thee weel, my only love,  
And fare thee well bye and bye!  
'Cause I don't have to love thee now—  
The danged sea hath just ganged dry!  
R. Burns

## WHEN I AM DEAD, MY DEAR ONES



When I am dead, my dear ones,  
Sing no sad songs for me;  
Plant thou no roses at my head,  
Nor shady cypress tree;  
Be the green grass above me  
with showers and dewdrops wet;  
And if thou wilt, remember,  
And if thou wilt, forget.  
I shall not see the shadows,  
I shall not feel the rain;  
I shall not hear the nightingale  
Sing on, as if in pain;  
And dreaming through the twilight  
Tho' in the earth I'm lain,  
I shall be very happy, 'cause—  
I won't see CRACKED again!  
C. Rossetti



## PATRIOTISM



Breathes there the man with soul so dead,  
Who never to himself hath said,

"This is my CRACKED, my very own!"  
Whose heart hath ne'er within him burn'd  
As thru the pages he hath turned

From reading it till it was done?

Is such there breathe, go, mark him well;

For him no minstrel raptures swell;

High though his titles, proud his name,

Boundless his wealth as wish can claim;

Despite those titles, power, and pelf,

The wretch, concentred all in self;

Living, shall forfeit fair renown,

And, doubly dying, shall go down

To the vile Dust, covered and blacked—

With billions of others who never read CRACKED!

Sir W. Scott

## ON FIRST LOOKING INTO SPOUL'S CRACKED



Much have I travelled in the realm of books.

And many goodly humor magazines seen;

Round many a newstand have I been

Giving many long glances and looks.

Oft of one publication had I been told

That low-browed Bob Sproul ruled at his demesne

Yet did I never breathe its pure serene

Till I saw the Janitor standing loud and bold;

Then felt I like some watcher of the skies

When a pigeon overhead doth fly;

Or like a house detective when with eagle eyes

He stares thru the keyhole—to see another eye;

You ask how I felt when first looking into CRACKED—

Sick, upon my bed in Darien.

J. Keats

## SYLVESTER BEN JANITOR



Sylvester Ben Janitor (may his tribe decrease!)  
 Awoke one night from a deep dream of geese,  
 And saw within the gaslight in his room,  
 Making it rich like crabgrass in bloom,  
 A clod writing in a book of gold:  
 An exceptional line had made Sylvester bold,  
 And to the presence in the room he said,  
 "Wha-a-a?" The clod raised its head,  
 And, with a look that was racked,  
 Answered, "I write the names of those who love CRACKED."  
 "And is mine one?" said Sylvester. "Nay, not so,"  
 Replied the Clod. Sylvester spoke more low  
 But dearly still; and said, "If it's not stacked,  
 Write me in as one that's a lover of CRACKED."  
 The clod wrote, and vanished. The next night  
 It came again with a great mazda light,  
 And showed the names who thought CRACKED was fun—  
 And, lo! Sylvester's name was the only one!  
 L. Hunt

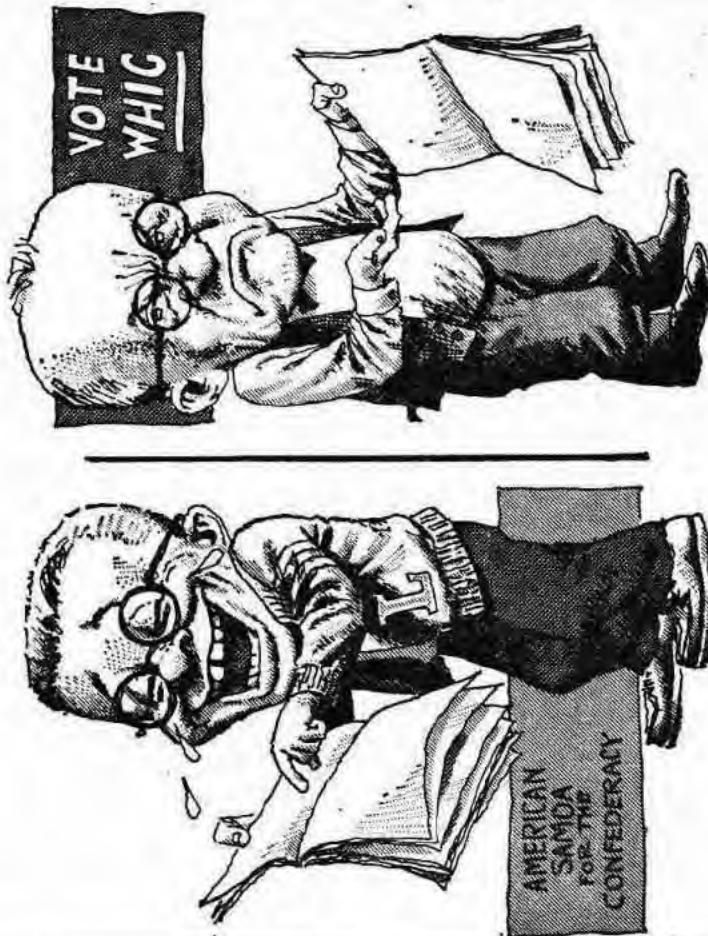
## HOW DO I LOVE CRACKED?



How do I love CRACKED? Let me count the ways.  
 I love CRACKED to the depth and breadth and height  
 My soul can reach, when feeling out of sorts.  
 To the ends of Being and ideal disgrace  
 I love CRACKED to the level of Everyday's  
 Most lowest deed, by dark and not by light.  
 I love CRACKED freely, as men act when tight;  
 I love CRACKED purely, as they turn to praise.  
 I love CRACKED like the poison put to use.  
 In the old days, and with an unbeliever's faith.  
 I love CRACKED with a love I want to lose, namely—  
 Like my bad habits—I love CRACKED quite devout  
 With the malice of all my life! And, mainly—  
 I would love CRACKED better—if it didn't come out!  
 E. B. Browning



## WHEN I WAS UNDER TWENTY



When I was under twenty  
I heard a wise guy say,  
"Give dollars and cents and money  
But not your CRACKED away;  
Give pearls away and rubies  
But keep your reading Spree."  
But I was under twenty,  
No use to talk to me.  
When I was over twenty  
I heard him again say,  
"Save your money, Buster,  
And throw your CRACKED away;  
'Tis not worth the quarter  
'Tis not funny too."  
So then I went and read it,  
And oy, 'tis true, 'tis true.  
A. E. Houseman

## TO CRACKED



CRACKED, thy humor is to me  
Like those Nausean fish of yore,  
That bluntly, o'er a smelly sea,  
The weary, wayward wanderer bore  
To his own naive shore.  
On desolate pages humor never doth come,  
Thy vulgar taste, thy sloppy work,  
Thy nauseous airs have sent me home  
To the stench that was Newark  
And the squalor that was Bayonne.  
Lo! on yon seedy newstand niche  
How statue-like I see thee hover,  
That ugly janitor upon thy cover!  
Oy, Psyche, from the regions which  
I get a nervous twitch!

E. A. POE

# REMEMBER!

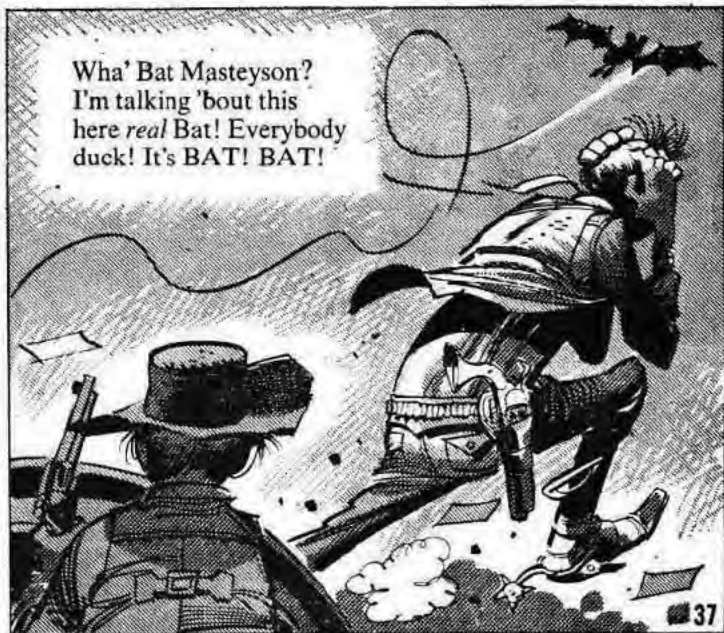




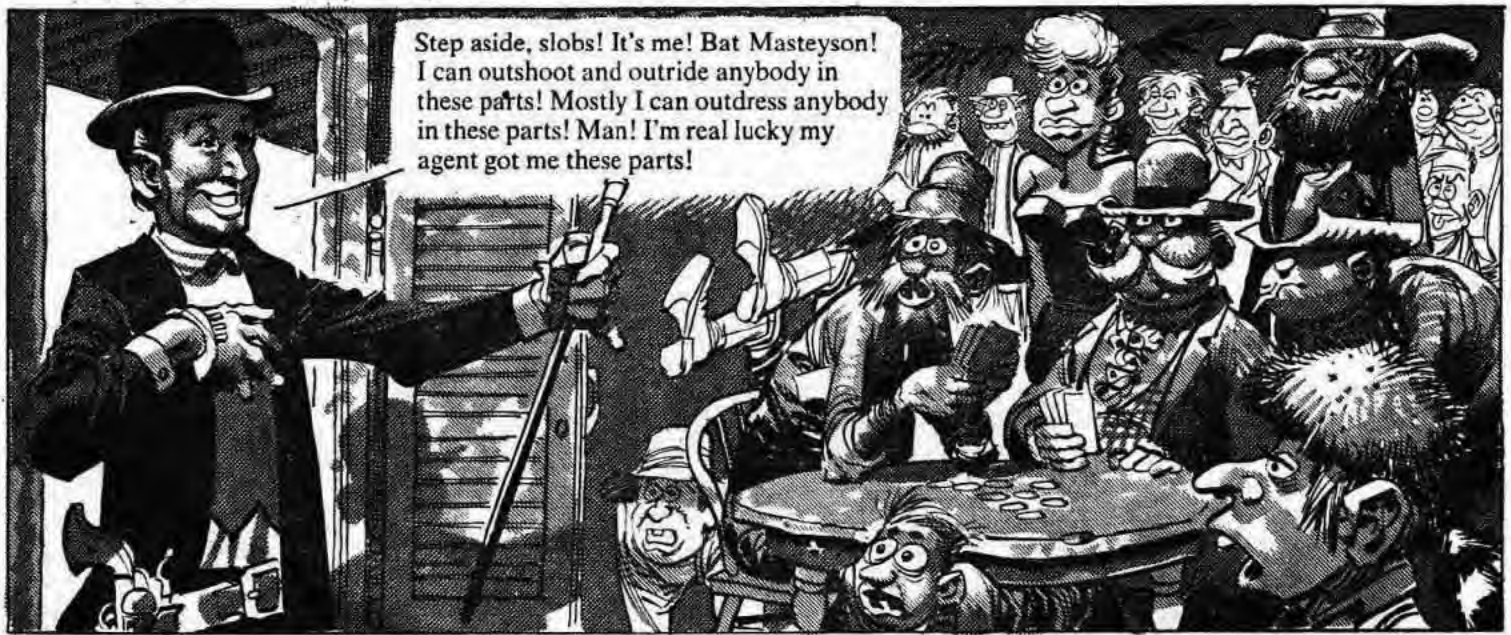
And now we present our version of a popular television western, which has for its hero a man fast with the

gun, sharp with the cards, cool with the chicks, but mainly flashy with the clothes — the man they call...

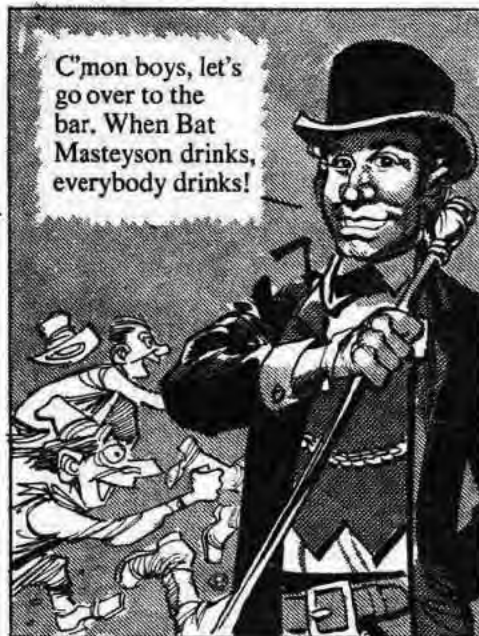
# BAT MASTEYSON



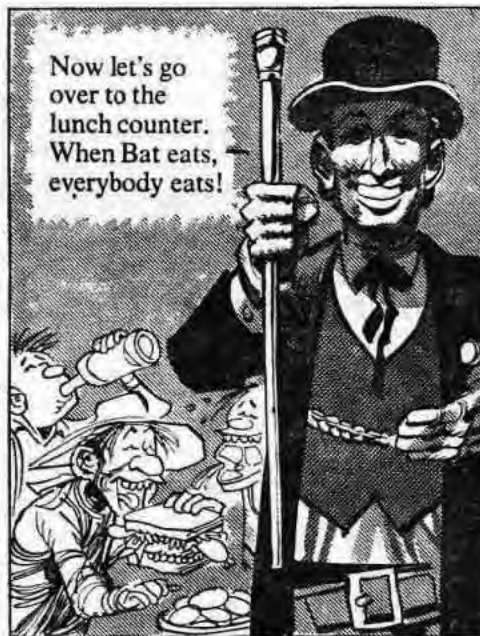




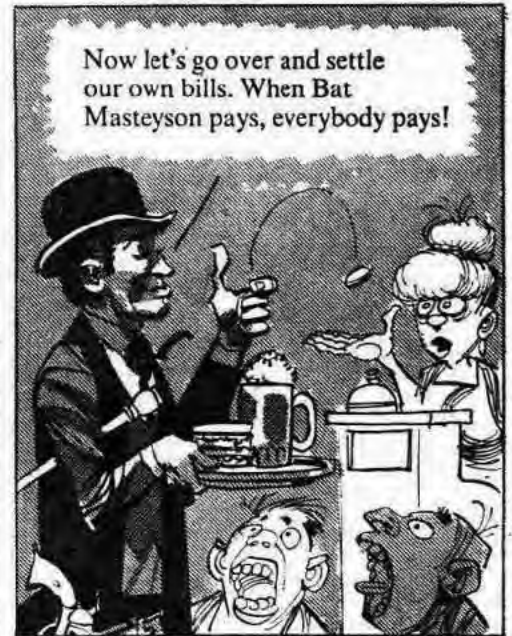
Step aside, slobs! It's me! Bat Masteyson! I can outshoot and outride anybody in these parts! Mostly I can outdress anybody in these parts! Man! I'm real lucky my agent got me these parts!



C'mon boys, let's go over to the bar. When Bat Masteyson drinks, everybody drinks!



Now let's go over to the lunch counter. When Bat eats, everybody eats!



Now let's go over and settle our own bills. When Bat Masteyson pays, everybody pays!



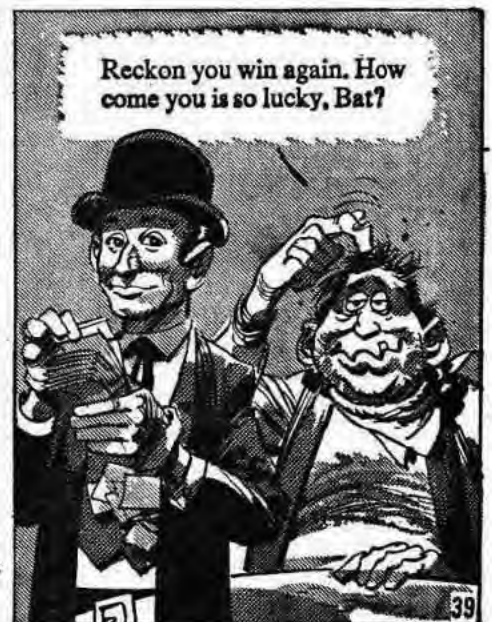
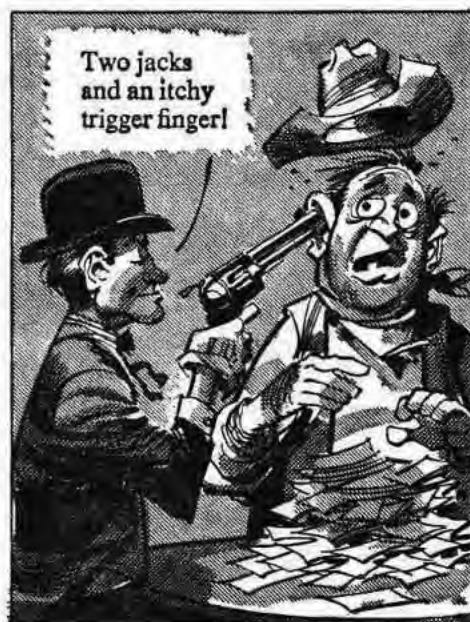
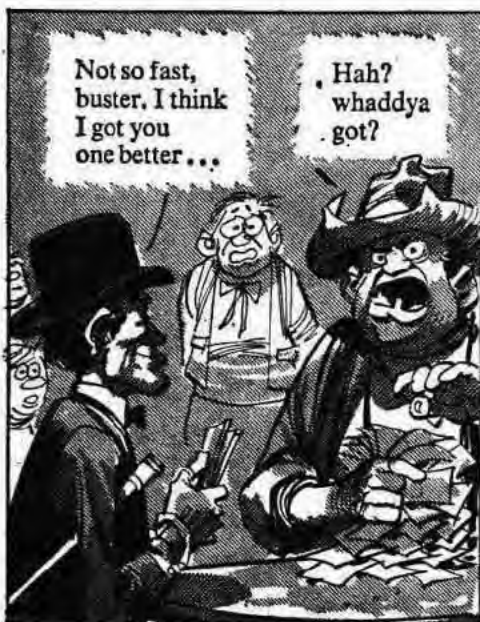
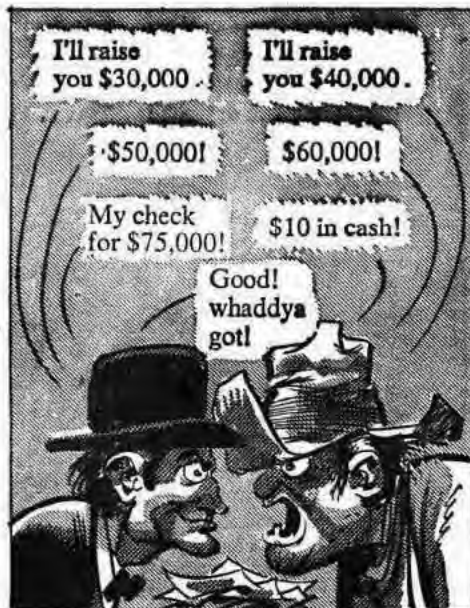
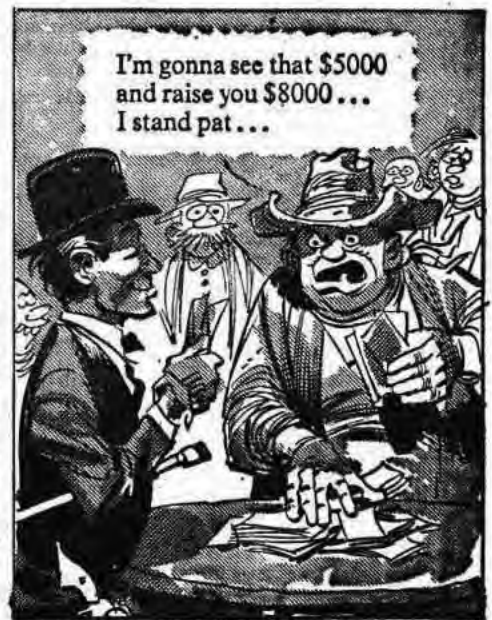
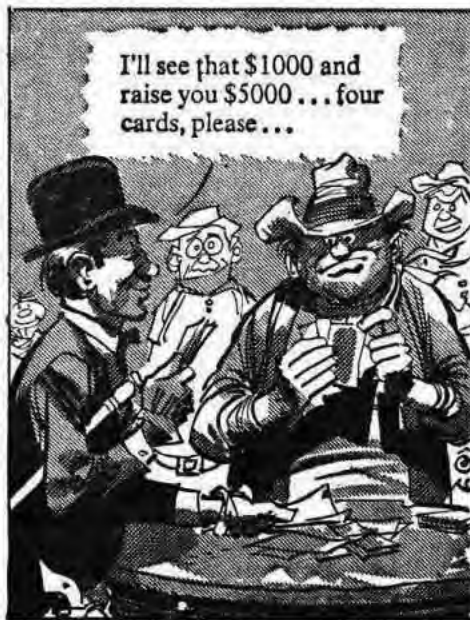
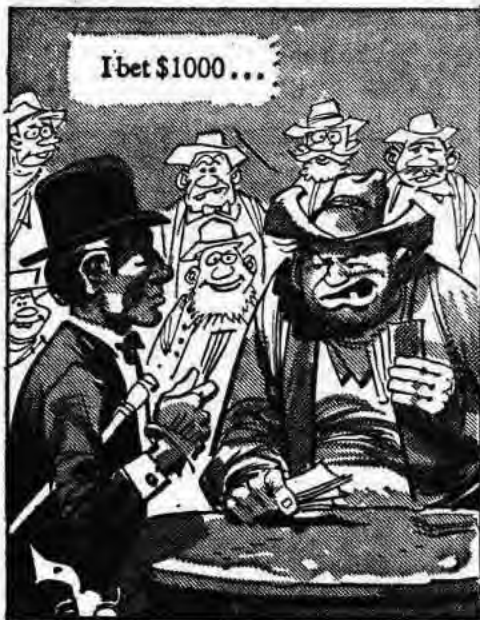
Think I'll go over and play some poker now. Mainly, to win some money to buy me a new pair of spats. Got these over a week.

You raised me 12 times, the pot is now \$18,500. I'm calling you, stranger, whaddya got?

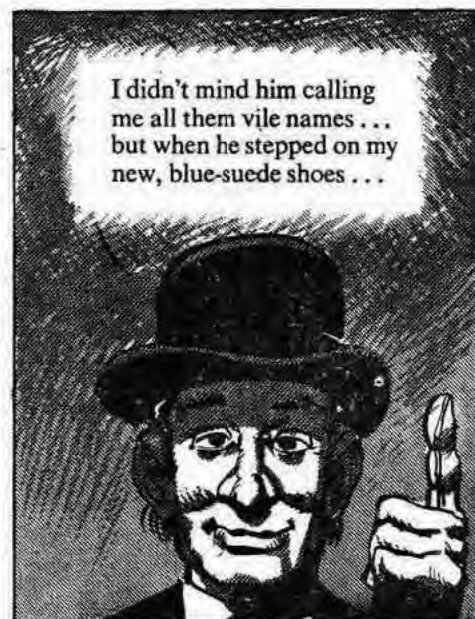
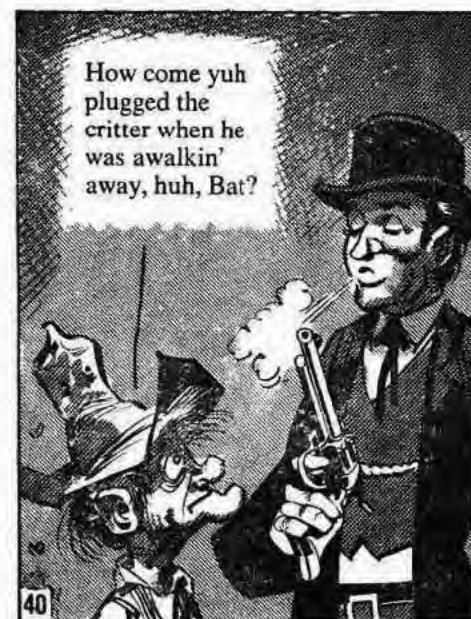
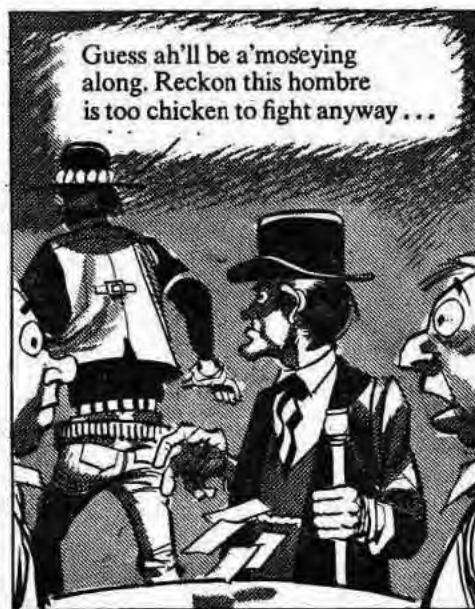
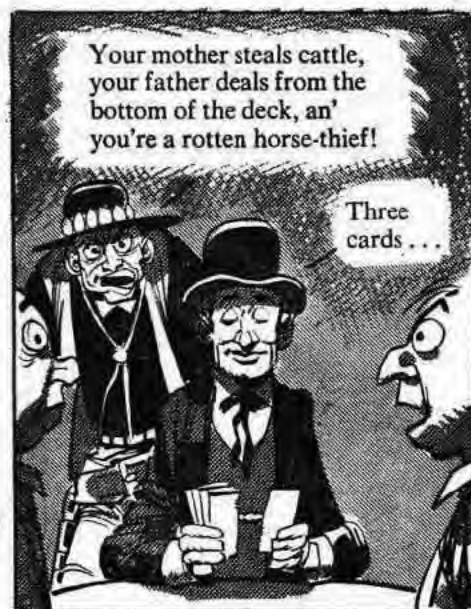
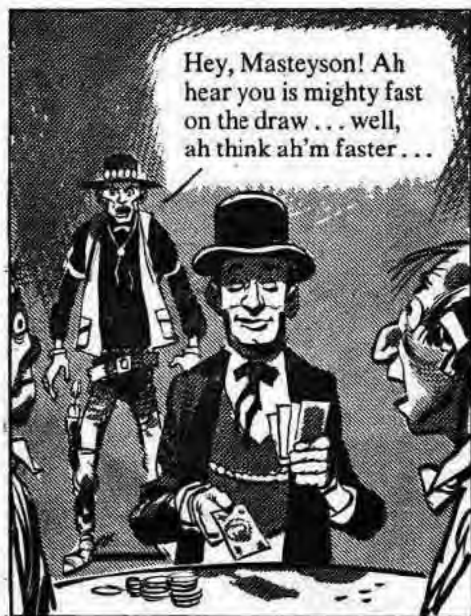
A pair of fours.

Good! I thought you were bluffing!











**CRACKED** takes you back to...

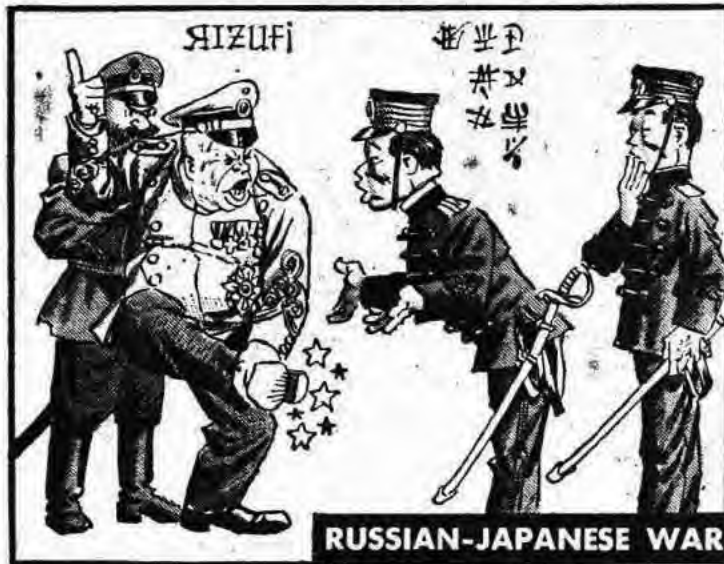
# When it all Started



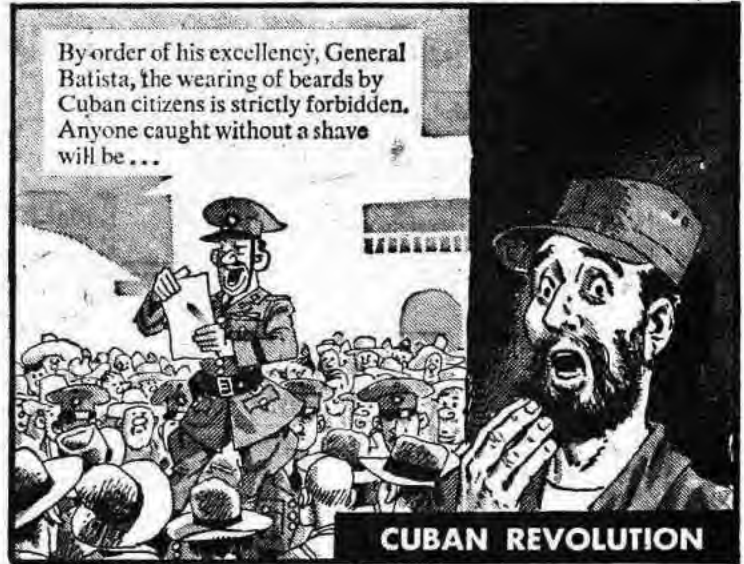
**FIRST WORLD WAR**



**SECOND WORLD WAR**



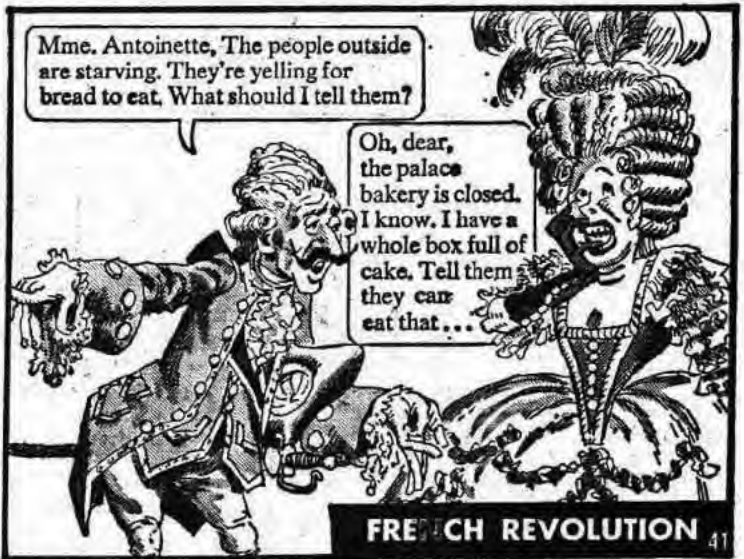
**RUSSIAN-JAPANESE WAR**



**CUBAN REVOLUTION**



**PELEPONNESEAN WAR**



**FRENCH REVOLUTION**

# HORROR HOUSE

REAL AD

SCARE YOUR FRIENDS, SCARE YOUR ENEMIES, SCARE YOU.

SEND FOR YOUR FAVORITE HORROR ITEMS.



## HORRIBLE HANDS

\$3.00

A right and left. It's made of rubber and looks realistic. Become sociable and shake hands with everyone. Results are startling. Just make sure you can run.

only \$3.00 per pair.



\$3.00

DO YOUR FRIENDS  
CALL YOU UGLY?

WEREWOLF  
Gruesome  
to behold.



\$2.00

## SHRUNKEN HEAD

Looks absolutely real. Tell your friends you picked it up on your last safari. Give it a nickname and take it with you wherever you go. Lots of fun with this one.

only \$2.00 ea.



## BLACK WIDOW SPIDER

\$1.00

A real horror. But what fun! Some people will say, "What a sense of humor." Some people will say, "I'm gonna punch him right in the nose." But it's well worth it.

only \$1.00 ea.

...If they don't, make sure they will with these Horror-House-All-Rubber face masks.

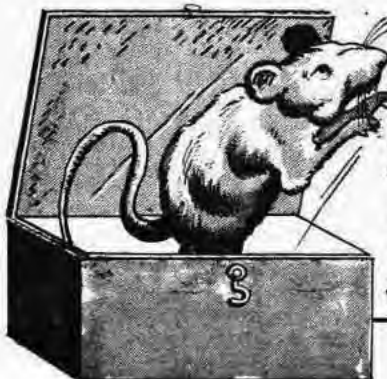


\$3.00

FRANKENSTEIN'S  
MONSTER Horrible to behold.

PLUS THESE OTHER HORROR HOUSE MASKS:

WITCH, MAN-FROM-MARS, MONSTERS-FROM-MERCURY, VAMPIRE, HORRIBLE-MONSTER, SKULL, GORILLA. only \$3.00 ea.



## RAT IN THE BOX

\$1.00

Open the box, and the rat jumps out. Makes for a lot of screeching and

screaming. Be a snake in the grass, order a **RAT IN THE BOX** only \$1.00 ea.

I am enclosing \$\_\_\_\_\_ for the items checked below

HORROR HOUSE 218 W. 48th St. N.Y.C.

RUBBER MASKS

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> BLACK WIDOW SPIDER | <input type="checkbox"/> WEREWOLF               | <input type="checkbox"/> MAN-FROM-MARS        |
| <input type="checkbox"/> HORRIBLE HANDS     | <input type="checkbox"/> DEVIL                  | <input type="checkbox"/> MONSTER-FROM-MERCURY |
| <input type="checkbox"/> SHRUNKEN HEAD      | <input type="checkbox"/> FRANKENSTEIN'S MONSTER | <input type="checkbox"/> VAMPIRE              |
| <input type="checkbox"/> RAT IN BOX         | <input type="checkbox"/> ZOMBIE                 | <input type="checkbox"/> HORRIBLE-MONSTER     |
|   | <input type="checkbox"/> WITCH                  | <input type="checkbox"/> SKULL                |
|   |   | <input type="checkbox"/> GORILLA              |

NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



# Frozen Rip Van Winkles?

Los Angeles, Feb. 17 (AP)—Experiments to determine if man can be frozen solid for years—long trips to other solar systems are under way at the University of California at Los Angeles.

Dr. John Lyman of UCLA's bio-technology laboratory plans to freeze mice and rats first, but believes his findings can be used to turn humans into ice-like statues for ageless trips through space.

"The big problem is not getting man into space," Dr. Lyman said yesterday. "That will be done within a very few years. The problem is to keep him from becoming psychotic—going insane—under the unnatural conditions and confinement of space flight."

Giving man a natural environment—building space ships big enough to provide oxygen, food and social and recreational facilities—may be prohibitive in cost.

The best answer, he said, is frozen sleep. The voyager would not need food, oxygen or companion-ship. His ship would be operated by electronic brains and he would be revived by an automatic warming process as he neared his destination.

Within two weeks, Dr. Lyman and his associates will begin dunking mice in dry ice-and-alcohol baths to reduce their temperatures to as low as 100 degrees below zero.

"Experiments with monkeys have shown that their temperature can be lowered to 39.2 degrees for up to two hours without detectable after-effects," Dr. Lyman said. "The monkeys, however, were merely in a stage of hibernation."

"What we want to do is stop the life processes completely, then resume them at will."

"If we can do this with man, he will arrive at a distant star—which might take him several normal lifetimes to reach—not one day older than he was when he left earth."

Another frozen sleep would bring the space traveler home years or even centuries after his departure, said Dr. Lyman, and he would have aged only for the period between frozen sleeps.

The idea of freezing living beings solid is not new. But no human nor animal has ever been frozen to the point that Dr. Lyman contemplates. Why does Dr. Lyman think he can succeed?

"Previous experiments with low temperature indicate that certain bio-chemical processes continue even after the heartbeat has stopped," he said. "We believe these minute functions in the cells must be stopped at the same time if the animal is to be revived successfully."

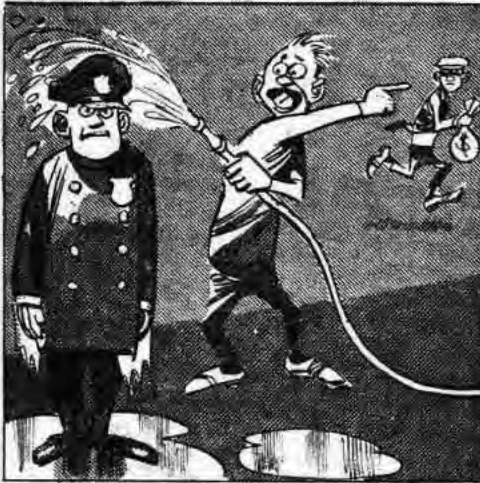
Reprinted from THE NEW YORK POST

We happened to pick up a copy of the Sunday Times recently (which is quite a feat in itself) mainly to look thru the want ads for jobs to supplement our income from CRACKED (which is quite a defeat in itself) when we came upon a little article on page 796 (which is quite remarkable since there were only 483 pages). This item told of experiments already concluded whereby they inject a fluid into pilots which freezes them just before taking off in jet planes, so they can stand the atmospheric pressures of high altitude flying. When they reach a certain height, the pilots automatically thaw out and return to normal. All this is in preparation for flights to the moon. This started us thinking (which is about the most remarkable thing yet) since this freezing process is not science fiction but actually in successful operation, why should it only be restricted to interplanetary space travel? Why not commercialize this freezing principle and use it in everyday life? Why not have self-administered freezing tools, like those shown at the right? Why not a CRACKED article on. . .

# FREEZING PEOPLE



## FREEZING PEOPLE CAN BE PUT TO VERY PRACTICAL USE IN OUR EVERYDAY LIVES



The cop on the beat is never around when you need him. A frozen cop on each corner can quickly be thawed out in times of emergency.



Classrooms are overly crowded. By freezing half of the students until adequate teaching facilities are available, everyone has a chance to learn.



Babies always arrive at the wrong time—like when father just lost his job, or mother is out-of-town. Freezing baby until times are good would help.

## THE FREEZING PROCESS COULD BE HELPFUL FOR SPECIFIC PROBLEMS OF SPECIFIC PEOPLE



Fighters can be frozen until they step into the ring, to avoid getting out of their peak condition.



Wolves can keep their girls locked in a freezer, and thaw one of them out whenever he wants her.



People who always get hot under the collar, can freeze their necks before leaving the house.

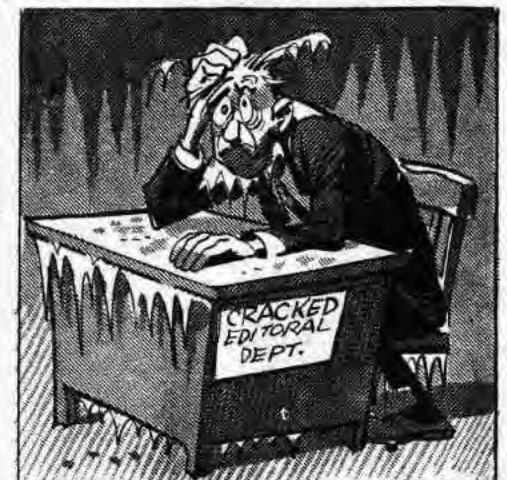
## THE FREEZING IDEA CAN ALSO BE USED IN DEALING WITH SOCIAL OUTCASTS



Criminals can be frozen and placed into cells until their time is up to save taxpayers' money.



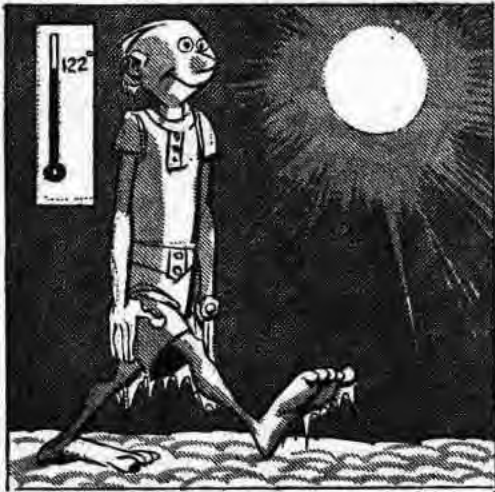
Psychotics can be frozen and quieted down until they are ready to be given proper medical aid.



Magazine editors can be frozen and set aside until they can come up with a little better articles.



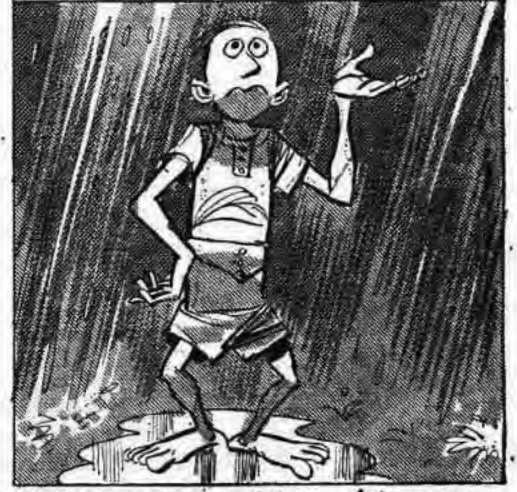
## THE FREEZING OF PEOPLE CAN PROVE VERY BENEFICIAL DURING IRREGULAR WEATHER.



During very hot weather people can freeze bodily parts to keep themselves cool, as frost repels sun.



During very cold weather same process will enable people to keep themselves warm, as body heat is reduced.



During very rainy weather people may run into a little difficulty, as whole megillah crumbles.

## FREEZING CAN ALSO AID WOMEN IN PRESERVING THEIR MOST CHERISHED POSSESSIONS



Career women can freeze their faces so that they don't wrinkle, and thus they preserve their beauty.



Housewives can freeze their hips so that they don't bulge, and thus they preserve their shapes.



Movie actresses can use freezing so that they don't fade glamour, and thus they preserve their talents.

## THE FREEZING FAD IS BOUND TO BECOME A PART OF AMERICAN FAMILY LIFE



Worried parents can freeze their ugly daughters until they can find them husbands, before they get too old.



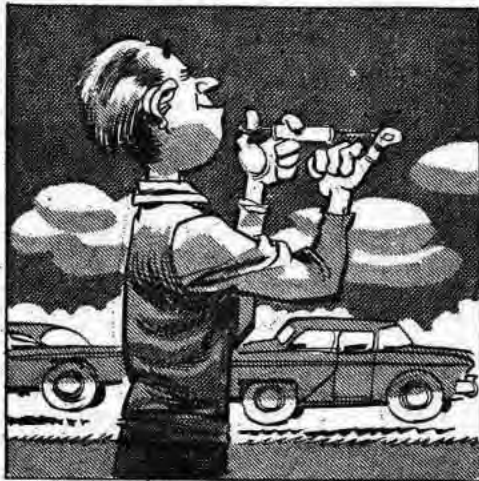
Jealous husbands can freeze their attractive wives until they return home from office, to make sure they're faithful.



Clever teenagers can freeze their unsuspecting parents until they get home way past bedtime, after a night on the town.



## DIFFERENT PARTS OF THE BODY CAN BE FROZEN TO HELP DIFFERENT PEOPLE



Hand of hitchhiker can be frozen to prevent it from getting tired, while he is out thumbing for a ride.



Hair of guy starting to get bald can be frozen and kept as is, so that it won't be able to fall off.



Since cold contracts, freezing is also of great value to fat women, who like to walk around in slacks.

## FREEZING CAN PROVE MOST HELPFUL IN CURING AGGRAVATING INFLICTIONS



Insomnia can be cured by freezing yourself to sleep instead of by drugs.

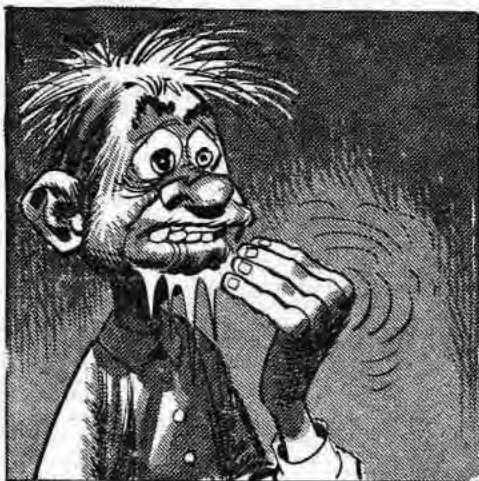


Reducing can be brought about in contracting the stomach by freezing it.

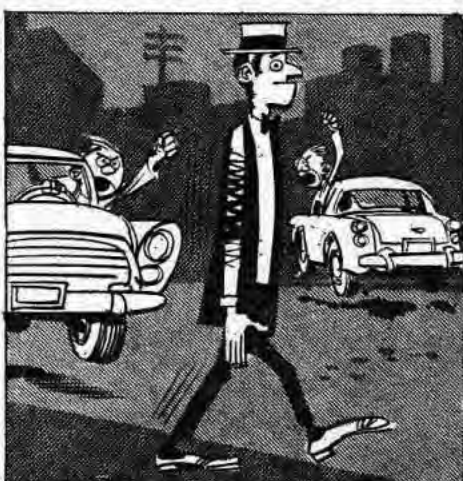


The nervous shaking of hands can also be relieved by the use of this process.

## BAD HABITS CAN QUICKLY BE BROKEN BY THE USE OF FREEZING TECHNIQUES



The habit of nail-biting can easily be broken by freezing the lips.



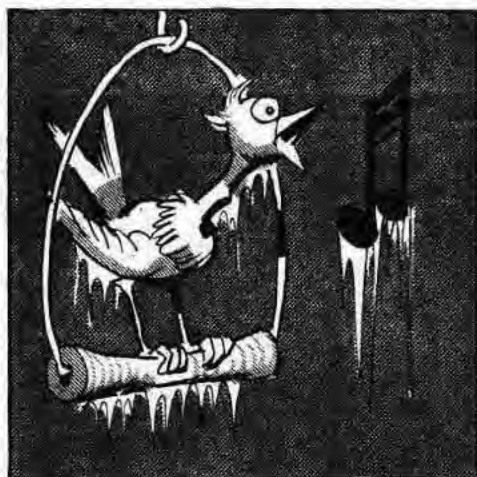
The habit of slouching can easily be broken by freezing the spine.



Trouble is, you easily acquire new habit of over-freezing yourself



## TREATMENT CAN ALSO BE ADMINISTERED TO ANIMALS WHO PRESENT PROBLEMS



Parakeets can be frozen for the night so that you can get some sleep.



Skunks can be frozen in certain vital sections for certain vital reasons.



Rabbits can be frozen periodically—mainly so there won't be so danged many around.

## IN TIME OF WAR THE FREEZING PRINCIPLE COULD HAVE MANY ADVANTAGES



Freeze-weapons could replace bullets and bayonets, and incapacitate the enemy instead of killing him off.

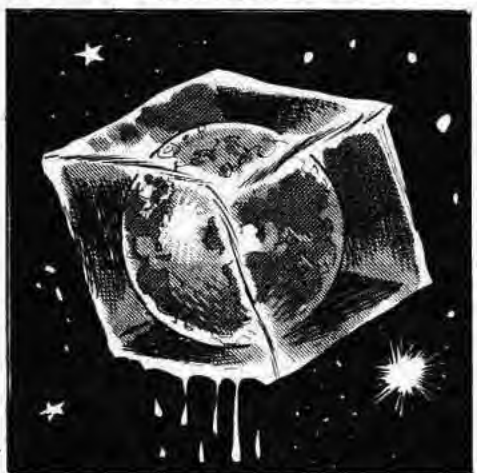


Frozen prisoners-of-war would then be kept in large freezer-camps, so that cost of upkeep is saved.



This may itself lead to war however, as it completely disrupts all the international economic systems.

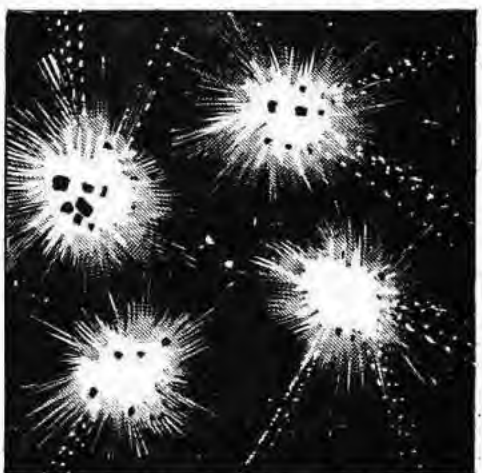
## IF LEFT UNCHECKED HOWEVER, SEVERE DAMAGE COULD BE DONE TO THE WORLD



Too much freezing would soon turn huge areas into solid blocks of ice that could spread out and cover the whole earth.



Tremendous frost would cause the earth to contract and grow smaller and smaller until finally it would disappear altogether.

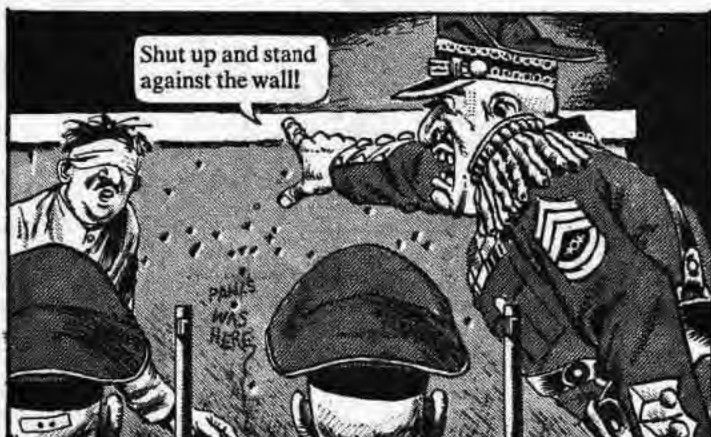


This gap would cause a change in orbit gravitational pulls, resulting in all planets colliding, and destroying the entire universe.

**SO LIKE DON'T BE A CLOD AND TAKE CHANCES! PROTEST IMMEDIATELY AGAINST THESE FREEZING EXPERIMENTS! THE WORLD CAN BE DESTROYED BECAUSE OF ALL THIS JAZZ!**

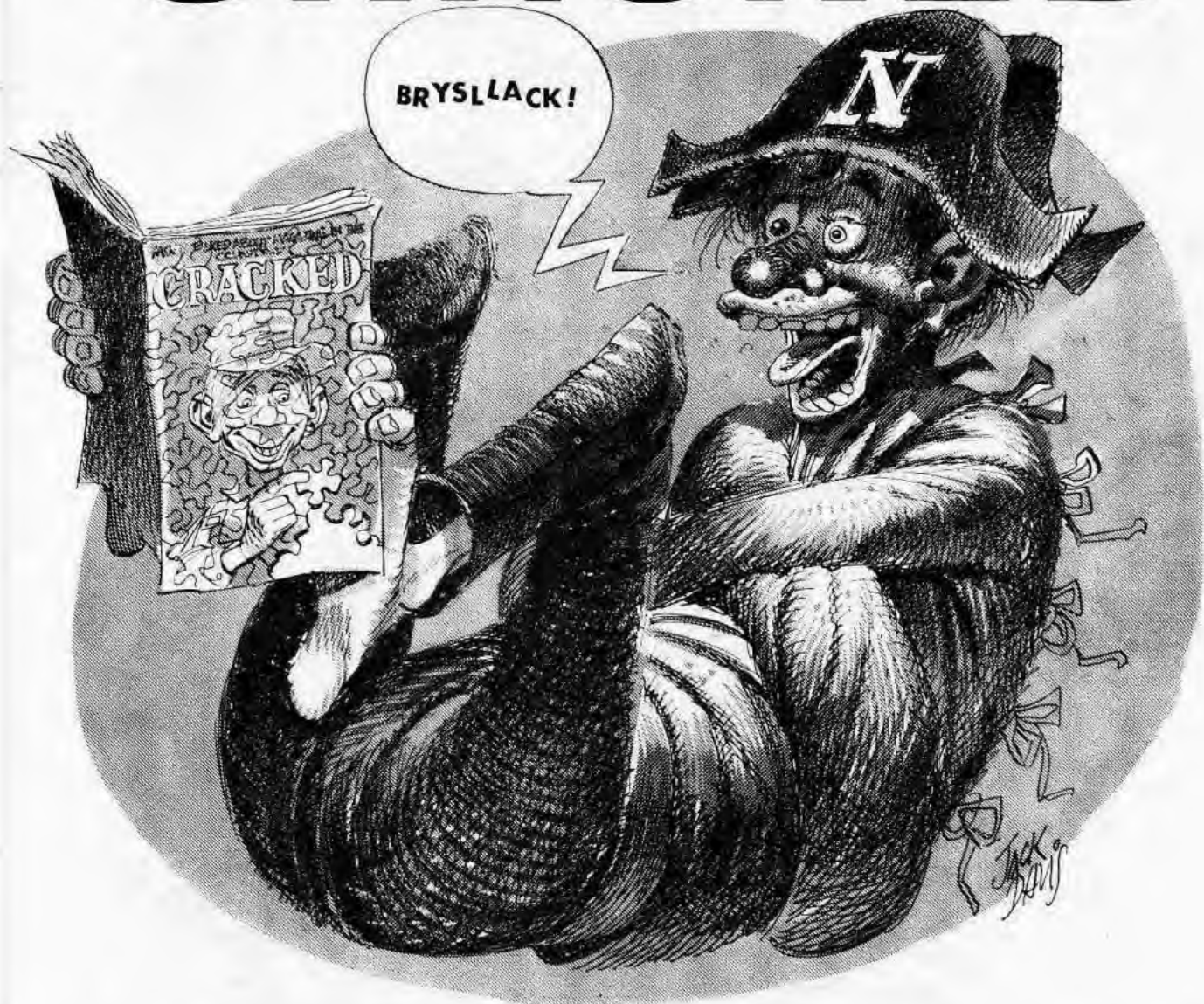
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